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ABSTRACT

The papers, speeches, summaries, statements, and reference material in this report deal with issues facing broadcasters throughout the world. Topics addressed by members of the Asia-Pacific Broadcasting Union (ABU) reflect recent trends in the international flow of information, satellite tariff reduction, and training schemes in the ABU region. The Arab TV News Exchange is discussed by members of the Arab States Broadcasting Union, while those from the European Broadcasting Union address the news exchange scheme of the Union (Eurovision), observations on future communications, and a plea for reasonable tariffs. Representatives from the North American National Broadcasters Association discuss such topics as the customs clearances of news gathering equipment and guidelines for television media crews travelling abroad. The concerns of the Intervision News Exchange are presented by members of the International Organization of Radio and Television. A study for television news exchanges in Africa is presented by the Union des Radiodiffusions et Television Nationales d'Afriques. Topics of Discussion by the news film agencies and satellite carriers include operations of the UPITN Satellite, the Visnews Satellite, and the Intersputnik International Space Communications System. The report concludes with workshop recommendations and reference materials such as the Tokyo recommendations on news exchange, tariffs, and training; and a document on transportable earth stations. (HOD)

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TELEVISION NEWS IN A NORTH - SOUTH PERSPECTIVE

REPORTS - DOCUMENTS - RECOMMENDATIONS

OF THE

THIRD INTERNATIONAL BROADCAST NEWS WORKSHOP

Organised by

Asia-Pacific Broadcasting Union (ABU)

and

Friedrich-Ebert-Stiftung (FES)

Jakarta, February 23 - 25, 1981

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INTRODUCTION

While ways and means to establish a New International Information and Communication Order continue to be a much debated and controversial issue many concrete and practical efforts aimed at the solution of communication problems in the Third World cannot be overlooked. Practitioners of all media, communication scholars, administrators and planners in many developing countries have climbed down from the ivory tower of theoretical debate and ideological quarrels and try to do something useful instead.

The debate, however, has first made them conscious of deficits and shortcomings which they now try to redress and has, therefore, proved its value as an important precondition for a process that can be noticed now in many fields of communication development.

This documentation wants to present an example in a sector which is highly specialised and hardly known beyond the circle of professionals involved: Television news exchanges. While nine out of ten papers dealing with the present imbalance of news flow in a North-South dimension describe the situation by pointing to the dominance of five Northern press agencies, broadcasters in developing and developed countries have quietly begun to work on schemes for TV news exchanges designed to avoid similar problems of imbalance in the flow of visual news.

At a first glance, however, the conditions are very much the same as in the press agency field. Three major news film agencies - upitn, Visnews and CBS News - produce and distribute a very high percentage of the international news film coverage (e.g. about 49 per cent in Western Europe) and dominate the North-South flow of visual news. From the point of view of the South a logic answer to this problem would have been to establish alternative news film agencies in Third World countries and initiate regional and international cooperation among them. This pattern has been followed for Third World wire services and their regional or international networks like ANN for Asia, PANA for Africa, FANA for the Arab world and Interpress Service ips. Indeed, as early as 1971, members of the Arab States Broadcasting Union, ASBU, discussed for the first time a similar model for TV news and proposed the establishment of an Inter-Arab news film agency as an answer to the challenge of Northern dominance in this field.

The proposal, however, was not accepted. After carefully studying the models offered by EBU/Eurovision and OIRT/Intervision the Arab broadcasters decided to follow these examples and to shoulder the responsibility for a regional news film exchange themselves rather than leaving the task to a regional agency.

Since then news broadcasters in the Third World have never brought up the agency idea again, but concentrated on the establishment of regional systems for TV news exchanges that are based on the national broadcasting networks.

Numerous regional meetings and three International Broadcast News Workshops (Cologne 1973, Cairo 1977 and Jakarta 1981) served as discussion platforms and paved the way for important decisions. Outstanding representatives of the Broadcasting Unions like Sir Charles Moses and Mr. Sumadi of ABU, Hamdy Kandil of ASBU, Abdelkadr Marzouki of URTNA, Vittorio Boni and Pierre Brunel-Lantenac of EBU, as well as Rosa Matus of OIRT acted as pioneers for progress in the important area of TV news flow in a South to South and South to North dimension, always observing the basic principle that each participating network is free to offer its news material and free to accept or reject offers made by others.

This publication presents papers, speeches, summaries, statements and reference material submitted at the Third International Broadcast News Workshop, Jakarta 1981, jointly organised by ABU and the Friedrich-Ebert-Stiftung, FES, and hosted by Indonesian Radio and Television TVRI. Taking into account that nearly all regional Broadcasting Unions, specialists of international institutions involved in news and news flow, leading news film agencies and satellite authorities were present in Jakarta this summary can be taken as the most comprehensive description of the subject presently available. Achievements and shortcomings in the fields of international law, organisation of exchange systems, day-to-day procedures, training of news staff, format, contents and presentation of news packages, cooperation among Unions and research back-up of news exchanges are mirrored by these papers against regional and international conditions.

In addition, reference material pertaining to studies and previous meetings has been included in the interest of full documentation. Those readers interested in further details are invited to write to the Secretariats General of the Broadcasting Unions mentioned above or to Friedrich-Ebert-Stiftung.

The organisers of the Jakarta Workshop intended to publish this summary for both, the practitioner in TV news who should profit from concrete information and proposals, and the scholar or information administrator who should feel encouraged to support actively news exchanges schemes and to strengthen the position of broadcasters involved in such activities.

REINHARD KEUNE

OPENING ADDRESS

BY THE MINISTER OF INFORMATION OF THE REPUBLIC OF INDONESIA,

H.E. ALI MOERTOPO

It is truly an honour and a privilege to be here on this auspicious occasion, addressing such distinguished representatives from all parts of the world. Thank you all for attending this Third International Television News Workshop, which we hope will result in even closer ties of cooperation and mutual understanding, along with more workable and feasible exchange programmes.

It is obvious that as the new technology has brought the world to a state of instant communications, we in the field of news dissemination must cultivate and constantly improve upon our methods and goals. For it is only through being open to new ideas that we can prepare ourselves for truly creative and innovative programmes.

Even though each nation has the right to develop its own communications policies, it is imperative that today we widen our horizons and take a broader, global view of news dissemination. This means using all of our resources and creative abilities to their fullest extent.

For example, is news simply the relating of events, or should it also seek to inform and educate its audience? This question needs deep incisive study, because TV news embodies such vast opportunities to convey not only spot news or events-of-day, but the entire culture and feeling of a country through features and documentaries. In this way as various nations begin to learn more about diverse cultures, automatically understanding will arise, and with understanding as a base, there will be more harmony in the world.

In my view we have just begun to tap the reservoir of interesting possibilites that form the core of each of our nations. Is it not our serious responsibility to develop these resources through the medium of television.

We have been able to unite successfully worldwide in separate Unions, which in itself is a fine accomplishment. The next step is to create lasting links between our Unions in a way that will facilitate the most creative and speediest implementation of our goals.

Even though some of our cultures and degrees of development are miles apart - both literally and figuratively - we in the communications media share common aspirations, which float above all barriers, just as our satellites whirl around our atmospheres. And we all agree that it is through utilizing our satellites to their utmost capacities that we can hope to reach all segments of society.

And, therefore, it is hoped that this meeting can attain a common stand on the use of satellites so that we can proceed confidently with our programmes.

We are indeed fortunate to be gathered here today in a spirit of friendship. Very few worldwide bodies can achieve this unanimity. So with this feeling as a basis for our meetings, one of our aims should be to formulate a practical way of disseminating a balanced flow of news. In the past the bulk of news received in developing countries was transmitted from the developed nations and thus, developing countries were in a passive, receptive position.

Now, however, the pendulum has begun to swing the other way with developing nations disseminating their own news, not only abroad but to far-reaching corners of their respective countries, as in Indonesia, for example, with the use of the Palapa Satellite. It is extremely important that this flow becomes equalized with an open give-and-take system of cooperation.

Of course we must be realistic and work within the limited mechanisms of each of our countries and Unions, but at the same time we should set our sights high so that we have stimulating goals to work toward.

May I recall here the 1978 UNESCO Declaration and 1979 Kuala Lumpur Declaration at the Intergovernmental Conference on Communications Policies in Asia and Oceania, calling for a new world order in communications. The Kuala Lumpur Declaration states (and I quote) "that every effort be made to eliminate the many obstacles impeding the exchange and circulation of information, and that every effort be made to ensure that the mass media contribute to the strengthening of peace and international understanding and the promotion of progress and development".

The Declaration calls for "a reduction of existing imbalances as well as current disparities in the facilities available for communications both within countries and between countries".

This, as they say in the American West, is a tall order. But I believe that unless we have idealistic goals to reach, we will become too complacent and content with the status quo. That is why we should continue to strive for what seems difficult. However, we have the advantage over other large bodies in that we truly have the knowledge of one another's problems and difficulties - and of successes - through working together in the same profession. This in itself forms a strong, unshakeable bond.

I view the task of TV News as an exciting, ever-changing challenge. I hope that at this workshop new ideas will sprout and continue to grow, that the exchange of information will flower so that all of our work will be more meaningful, not only to ourselves but to the worldwide viewing audience.

May all your deliberations be encompassed by harmony and goodwill and may your stay in Jakarta be a memorable and rewarding one.

WELCOMING SPEECH

BY THE VICE-PRESIDENT OF THE REPUBLIC OF INDONESIA,

H.E. ADAM MALIK

It is a pleasure to welcome you today and to extend to you Indonesia's hand of friendship. May your stay here be a rewarding one.

I am especially interested in the work you are pursuing and the goals you are seeking to reach, as the field of news dissemination is of paramount importance in helping to interpret and shape world events.

For example, it is an established fact that what is produced and relayed outward has a profound effect on those who receive the information, so that it has become the new media's responsibility not only to be aware of the accuracy of its reporting but also to take into consideration its target -that is, its audience.

This is particularly true of television news in developing countries, where the educated urban population constitutes a small minority, with the remainder of viewers living in humble circumstances. In dealing with this matter, and also, in efforts to balance the flow of information from and to developing countries, we come face-to-face with the pressing need to cooperate fully.

And, therefore, it appears that this important Workshop has a twofold purpose - to meet and exchange expertise and to strengthen the ties between nations and unions.

It seems that this meeting of distinguished delegates from all parts of the globe has already begun to foster understanding through working together, through compromising when needed, and this in itself certainly can set an example for other worldwide bodies who are seeking the same aims but who have not yet discovered that instinctive inner understanding of one another which the news media possesses.

Today the television news media has at its disposal an unequalled store of technical facilities which changes the face of news dissemination to instant news dissemination. The shock value of this - especially in remote areas - has not been fully assessed, but I think we all would agree that it has considerable impact.

That is why I hope the television media is not only used as a means to disperse and exchange "hot" news, but also, through the exchange of documentaries and features, to help bring about a deeper and wider understanding between nations. For as the world continues to diminish in size due to the great technological advancements of our age, we have the added task of piercing racial and cultural barriers through television.

In my opinion television is one of the keys to opening the way for nations to come together in harmony. And I feel certain that with the pooling of your special knowledge and talents, coupled with your integrity, that the goals you have set can be realized, and even more, that there lie ahead new discoveries and ideas to be utilized.

May I thank you all for taking the time to attend this Workshop, which I hope will bear the fruit of your labour. I feel extremely fortunate in having this opportunity to meet all of you. May I wish you much success now and in the future.

ADDRESS

BY THE PRESIDENT OF THE ABU,

MR. SUMADI

In my role now as President of the ABU and on behalf of the Host Committee, may I welcome you all once again to this Third International Broadcast News Workshop and for taking time out from your busy schedules to be here.

We are indeed fortunate to have with us today distinguished representatives of leading worldwide television organisations, which gives us a remarkable chance to search deeply for clues and solutions to problems in this ever-changing medium; to work together for the betterment of society in general as well as for our own nations.

Television news is the one area of broadcasting that does not remain static, that is always on the move and that contains myriad possibilities for expansion and creativity. Therefore, we should be able to utilize to their fullest the many opportunities that are at our disposal and to look forward to what lies ahead, especially in the realm of technology. With the increasing need for us to practically live in the future due to the almost frantic pace at which world events unfold, let us avoid "Future Shock" by preparing now for eventualities.

Granted, we all have different problems with which to cope and varying value systems, especially when looked at from the viewpoint of developing and developed countries. For example, in Indonesia, we may not merely consider the sophisticated urban dweller who is a regular subscriber to magazines and newspapers and regards television news as a convenient pictorialized compression of world and national events, but we very much need to aim our coverage to our scattered regions and remote areas, where daily life consists mainly of cultivating the paddy field. We need to understand the impact television has on the daily lives of all our diverse peoples, and therefore we must proceed with caution and wisdom. And of course our colleagues from other areas of the world must deal with equally important matters.

So how do we come together? How do we begin to build these strong links? First of all, through attempting to understand one another through exchange programmes, and this means the exchange of both news, features and documentaries; it means increasing and improving upon our educational and training programmes; and finally it means using our satellites in such a way as to benefit the most number for the lowest possible cost, for it is only by reducing tariffs that an even exchange can take place.

Although this is only our Third News Workshop, and we have many issues to deal with, let us all hope that the results will be both positive and forward-looking.

Vying away from the business side for a moment, may I express the sentiments of the Host Committee that in your spare time you enjoy the many facilities Jakarta has to offer.

Finally, as we always say in Indonesia to our guests - ma'af lahir dan bathin - please, forgive our mistakes both outwardly and inwardly - and please let our staff know if they can be of service.

MESSAGE

BY THE SECRETARY-GENERAL OF THE ITU,

MOHAMMAD MILI

I am very pleased to learn that the Asia-Pacific Broadcasting Union is holding the Third International Broadcasting News Workshop at Jakarta to discuss the recent trends in development of international flow of information, use of satellites for news exchanges and broadcasting, as well as questions related to training and tariff relevant to the development of these services.

In recent years there has been a growing recognition of the need for cooperation and assistance in the application and improvement of mass communication systems for social progress and development. ITU, therefore, will look forward to the deliberation in this field with great interest.

ITU has had close collaboration with ABU and other broadcasting Unions for many years now and we have been very appreciative of the activities of the Unions in the field of broadcasting and television. ITU looks back with some satisfaction to the fact that we have had a number of opportunities to collaborate with broadcasting Unions and broadcasting organizations in their interest in the areas that fall within the competence of the ITU.

Towards the end of 1979, the World Administrative Radio Conference (WARC) was held in Geneva. It was a conference of utmost significance in regard to the sharing of various frequency bands between the different telecommunication services including broadcasting and the resulting decisions have significant implications for broadcasting services. This conference also drew up a programme for a number of world and regional conferences which are of considerable interest to broadcasting Unions.

I wish to extend continued support of ITU to the regional programmes for the development of broadcasting services and hope that this meeting will provide an opportunity to the participants to come forward with constructive recommendation not only on the strategy for future development, but also for establishing closer cooperation between regions.

ADDRESS

BY THE REPRESENTATIVE OF THE FRIEDRICH-EBERT-STIFTUNG,

REINHARD KEUNE

It is a great honour for me to address you on the occasion of the Third International Broadcast News Workshop in response to the enlightening speech of his Excellency, the Minister of Information, Mr. Ali Moertopo.

Almost ten years ago it was the Asia-Pacific Broadcasting Union, the host of our meeting today, to take the initiative by convening the first ever regional Broadcast News Workshop on TV news exchanges in which numerous news-men from developing countries took part.

Our gathering today, therefore, also marks a kind of tenth anniversary of ABU's active involvement in the regional and in worldwide exchange of television news.

The Friedrich-Ebert-Stiftung, the organisation I have the honour to represent here, was already involved in the First Workshop in Tokyo 1971 and since then was able to assist the ABU and other Broadcasting Unions to discuss, plan and design regional systems for TV news exchanges.

The International Workshops of Cologne 1973 and Cairo in 1977 as well as regional meetings in Tehran, Accra and Cairo were further milestones on the way towards establishing exchange systems among broadcasters.

In addition, I like to mention study missions in Asia, Africa and the Arab world which, by their reports, laid a firmer foundation for exchange systems in Third World regions which either have come already into existence or are in the stage of concrete planning.

We are proud of having been a partner to all these efforts which should serve the overall aim and objective to establish a better and more balanced flow of regional and inter-Union information.

However, when mirroring these achievements and useful steps forward against the fact that a decade has lapsed since the Tokyo workshop was convened, it becomes evident that more efforts and more action are necessary to achieve this ultimate goal. I am, therefore, convinced that our Third International Workshop opened in Jakarta today will not just be a platform for another round of discussions and recommendations but shall be seen as a starting point for concrete action within the Broadcasting Unions and towards enlisting the active support of governments, regional and international organisations, satellite carriers and other decision-taking bodies.

Being confronted with an advanced and highly sophisticated technology and an ongoing worldwide debate on communication issues which is by no means free of controversy the broadcaster is to some extend forced to rely on the support offered by these bodies, struggling at the same time to strengthen his own responsibility and professional independence.

It is my conviction that broadcasters nevertheless can profit from the present debate for their own cause which is serving their audiences and their countries, if they only succeed in improving their own structures and systems at a regional and international level and to convince at the same time gate-keepers and political decision-takers that they should not shy away from the necessary action towards setting up more exchange systems. There has been enough discussion in and on theory. The 80 s now do require action.

It is with this in mind that I wish this important meeting the best of success.

WORKSHOP OBJECTIVES

1. Nature and Objectives of Workshop

a) In the light of events and developments during the past four years since the Cairo Workshop, it will be necessary for the Workshop to reconsider some of the recommendations made in Cairo. But the Workshop should avoid repeating or re-confirming the Cairo recommendations.

b) Instead of reviewing the developments of the past, we must look into the future. The Workshop should, therefore, give prime consideration to the future of TV news exchanges in the 80's. Let us concentrate on the future.

c) As shown in the agenda, the subjects of discussions have, more or less, already been covered in the past. In other words, none of the agenda items are new to us. But the question is: "How much progress have we really made since the last Cairo Workshop?" The time for mere discussion is over. Now it is time for action - precise action which will produce results.

To make this possible, the Workshop should arrive at practical recommendations and proposals designed for the easy adoption and swift implementation by Broadcasting Unions and their members, and other participating organisations. The recommendations should be specific in the actions which the Workshop wishes broadcasting Unions and their members should take in relation to international and regional decision-making bodies and to the Governments of member organisations of Unions to make possible and to facilitate and promote TV news exchanges between Unions and between broadcasters in industrialised countries and developing countries and between broadcasters in developing countries.

2. Specific Subjects for Discussion

To achieve the above aims and objectives, it is hoped that the participants will give particular consideration and attention to the following five questions:

a) What relation will or do inter-Union or regional TV news exchanges have with the establishment of a New International Information Order? That is, what role can or should inter-Union or regional exchanges play in the establishment of a New International Information Order?

b) What are the potentials of regional and domestic satellites including future satellites for direct broadcasting in relation to inter-Union or regional news exchanges? What are the legal and organisational implications of these foreseeable technical developments in communication and broadcasting satellites?

c) How can mutual cooperation between broadcasters and international newsfilm agencies be improved?

d) How can training of news staff be improved, especially those involved in news exchanges in developing countries?

e) How can research and research results be of more use to broadcasters in improving their news programmes and promote news exchanges?

ASIA-PACIFIC BROADCASTING UNION

RECENT TRENDS IN THE INTERNATIONAL FLOW OF INFORMATION

- Inter-Governmental Level -

The consensus reached on communication issues at the 21st UNESCO General Conference in Belgrade was the latest development in a process which had its beginnings in 1948 with Article 19 of the Universal Declaration of Human Rights which states that the right to freedom of opinion and expression includes the "freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers".

The next important instrument came in the 1966 International Covenant on Civil and Political Rights which stipulated in more detail that the right to freedom of expression "comprises the freedom to seek out, to receive and to communicate information and ideas of all kinds, regardless of frontiers whether in oral, printed or artistic form or by any other means of the individual's choice".

Further to these two, the Governments of the States party to UNESCO's Constitution, drawn up in 1945 declared themselves "agreed and determined to develop and to increase the means of communication between their peoples and to employ these means for the purpose of mutual understanding and a truer and more perfect knowledge of each other's lives".

However, the realities of the world situation proved stronger than the declarations of politicians. Developing countries came to view free flow as nothing but one way flow from the developed countries to the developing ones. This was basically because the developing countries had neither the financial resources nor the technology to set-up the necessary communication infrastructure and also because of the strong influence of the transnational news agencies and their global networks.

By the 1970's the imbalance of the flow of news and information became a major topic at international meetings. Today no one disputes the existence of this imbalance. Basically, the imbalance is of two types - qualitative and quantitative - although it occurs at different levels and in different forms.

The acknowledgement of the existence of this imbalance also brought about the realisation that it should not be allowed to continue and the first clearly conceived and serious search for solutions began in the 1980's.

The controversy and discussions on this issue divided UNESCO members into two clear and distinct groups. The Third World and Socialist countries on the one side proposing a New International Communication Order and developed countries which fear that government involvement in the development of communication and information would only lead to further restrictions on the inflow of information.

UNESCO eventually became the major forum for discussions on communication imbalance and at its 18th General Conference in 1974, recommended an Inter-Governmental Conference on Communication Policies be held in Latin America in 1975 followed by a similar conference in Asia in 1977. Eventually, the Latin American and Carribean Conference took place in San José de Costa Rica in July 1976 and the Asia/Oceania Conference in Kuala Lumpur on February 1979. A similar Inter-Governmental Conference was held in Africa this year.

Apart from these Inter-Governmental Conferences, the Director-General of UNESCO was instructed - at the 19th UNESCO General Conference in 1976 in Nairobi - to undertake "a review of all the problems of communication in contemporary society seen against the background of technological progress and recent development in international relations with due regard to their complexity and magnitude". This was the genesis of the International Commission for the Study of Communication Problems, better known as the McBride Commission. They completed their task in eight sessions over two years and their report has been published by UNESCO under the title "Many Voices, One World".

The international debate on the need for a New Communication Order revolves around the following two issues:

1) The observation that certain powerful and technologically developed countries exploit their advantages to exercise cultural and ideological domination jeopardising the national identity of other countries.

2) The existence of monopolistic and oligopolistic trends in the ownership of communication channels, the production and distribution of information material, has resulted in a one-way flow of information with consequent harm to developing nations.

At the ASIOCOM meeting, the Asia/Oceania Inter-Governmental communication meeting, in Kuala Lumpur in 1979, the developing countries made an analysis of the implications of information imbalance. This analysis is similar to the conclusions reached at the other Inter-Governmental meetings in San José in 1976 and in Africa this year and is attached for reference as ANNEX - 1.

Over the same period, attempts were being made to draw up general norms and principles which could serve as an instrument, which while not binding on member states would be a guideline to the international community of mass-media practitioners. There was much controversy on this issue and several drafts were submitted to the 19th Conference in Nairobi. It was finally decided to carry out a study on this issue and to defer all decisions till the study was completed. As a result, at the 20th General Conference held in 1978 in Paris, it was possible to adopt by consensus a text known as the "Declaration on Fundamental Principles Concerning the Contribution of the Mass Media to Strengthening Peace and International Understanding, to the Promotion of Human Rights and to Countering Racialism, Apartheid and Incitement to War".

While there was a lot of controversy over the political and ideological approaches to information imbalances, an area in which there was more agreement at inter-governmental level was on the need for a programme to develop communication facilities, infrastructure and soft-ware in the developing regions. It was acknowledged that until such time as the developing countries possessed both the infrastructure and facilities and the necessary trained personnel, the one-way flow of information would continue.

The General Conference in Paris in 1978 adopted a resolution which invited the Director-General to convene "a planning meeting of representatives of governments to develop a proposal for institutional arrangements to systematise collaborative consultation development activities, needs and plans".

This resolution was followed up immediately with a meeting of experts in Washington in 1979 and another in Paris in February 1980. Then an Inter-Governmental Conference on Activities, Needs and Programmes for Communication Development was held at UNESCO Headquarters, Paris, in 1980. After lengthy discussion, a consensus emerged in favour of recommending the establishment of an International Programme for the Development of Communication (IPDC).

The next major development in the communication field - and the most recent - took place at the 21st General Conference of UNESCO held in Belgrade in 1980. The most important matters discussed concerned:

(a) The McBride Report

(b) The International Programme for the Development of Communication

(c) The UNESCO Mass Media Declaration of 1978
and

(d) The New International Information Order

Extracts of the resolutions on these items are presented in annexes to this paper.

ANNEX - 1

Analysis of News Coverage in Asia and Oceania as passed by the ASIOCOM Meeting, Kuala Lumpur, 1979.

(a) The deficiencies in news coverage within and between the countries of the region which were already, by and large, affected by geographical factors of terrain and distance, had led to a situation where they were even more isolated from each other despite significant similarities among their peoples and their cultural, linguistic and art forms.

(b) The news of developing countries within the region was processed abroad in the Western industrially advanced countries before returning for dissemination in other countries of the region including immediate neighbours; this has led to a situation where the images of the world and even of one's society were often dictated by the perceptions of foreign correspondents and editors acting as "gatekeepers". The literature of journalism was replete with examples of the kinds of distortions which could take place. This was not necessarily always the "fault" of the journalist; it was often in the nature of journalism itself.

(c) The need for some measure of accountability of journalists to the international community, periodical reviewing of their performance by competent bodies and the establishment of a code of conduct for the profession.

(d) The result of the selectivity and perceptions built into the communication process coupled with the dominance and the influence of Western journalism in a relationship which was so heavily lopsided has had an impact on the news values and the manner in which the journalists of the developing countries themselves perceived news, processed it and presented it to the public. The selection of items was not necessarily based upon the priorities or the needs of their own societies.

(e) Related to the imbalance flow of information and its impact upon professional journalists has been the even wider significance of the impact upon the general public, especially the young. Since information is not free from cultural bias, the impact it can have on persons exposed to it would be determined by the source or sources from which it emanates.

(f) Film, which was usually not discussed as much as it needed to be, has proved to be one of the most powerful media in forming the values and conditioning the behavioural patterns of the young in many developing countries of Asia and Oceania - values which have little in common with their traditions. Specific reference was made to the pernicious influence of the vast majority of popular Hollywood products.

(g) The continued widening of the disparities in the ownership and control of the technology of communication has resulted not only in the dependence of the developing countries on information but also on the technology which could give them the capacity to produce and disseminate news rather than being merely at the receiving end in an uneven information flow. The result of such dependence is that media professionals and technicians sometimes find themselves at a disadvantage in operating and maintaining the more sophisticated equipment necessary to transmit news over vast distances. It also means that the research and development capacities of these countries are unable to grow at a pace commensurate with the needs of their publics. In other words, the developing countries find themselves in a position where adapting to new technology is itself a major problem, let alone the indigenous development of appropriate technology.

These common feelings caused the governmental representatives of the Third World country to press with even more vigor their demand for a new communication order - not only at the UNESCO meetings but also in regional and non-aligned conferences.

On the other hand, the developed nations and media professionals, while not denying the existence of imbalance and the dangers that this entails, were of the opinion that stressing the one-way news flow might lead to restrictions on freedom of information and could strengthen the hands of those nations favouring a reduction of inflow of information on apparently valid grounds. The result would be a radical break with the concept of free flow. On the assumption that diversity of opinions, news, messages and sources are a precondition for truly democratic communication, they felt that the New Information Order should not serve as a pretext for bringing information under the exclusive control of government authorities thus enabling them to impose their own image of reality and truth on their subjects.

ANNEX - 2

Resolution of the UNESCO General Conference 1980 on the McBride Report (International Commission for the Study of Communication Problems)

passed by consensus

The General Conference...

1) Reaffirms that UNESCO, which has been particularly active in the field of information and communication within the United Nations system, plays a major role in the examination and solution of problems in this domain;

2) Invites the Director-General to take the necessary measures to follow up the suggestions presented in his report on the findings of the International Commission for the Study of Communication Problems, and in particular;

   (a) to continue to promote dissemination of the commission's report, within the limits of the Regular Programme and Budget, by providing assistance for this purpose to countries which request it;

   (b) to communicate the report and its recommendations to the international and regional intergovernmental and non-governmental organisations concerned in order that they may examine measures that they might be able to carry out;

   (c) to take into consideration to the greatest possible extent, in implementing the Programme for 1981-1983, those recommendations of the International Commission for the Study of Communication Problems that lend themselves to rapid application;

   (d) to provide in forthcoming programmes for the continuation of studies on those problems of communication about which data are still incomplete, which did not receive sufficient attention from the commission, or which deserve attention as a possible basis for procedures for implementing national, regional and international action;

   (e) to examine how UNESCO could help professional journalists to acquire a better knowledge of the cultures and of the economic, political and social realities of different member states, for instance, by holding seminars for journalists on the cultures, societies and history of these countries;

(f) to examine the possibility of giving the programme sector concerned a place and a position in keeping with the growing importance which member states appear to be attaching to it;

(g) to take into account as far as possible in the preparation of the next Medium-Term Plan the comments and observations made by member states and international intergovernmental and non-governmental organisations on the conclusions and recommendations of the International Commission for the Study of Communication Problems and any other suggestions received from other organisations professionally concerned with communication problems;

(h) to undertake or sponsor, in particular, the studies and analyses necessary for the formulation of specific and practical proposals on the establishment of a New World Information and Communication Order, and to convene an international meeting of experts for that purpose;

3) Considers that

(a) this New World Information and Communication Order could be based, among other considerations on:

(i) elimination of the imbalance and inequalities which characterise the present situation;

(ii) elimination of the negative effects of certain monopolies, public or private, and excessive concentrations;

(iii) removal of the internal and external obstacles to a free flow and wider and better balanced dissemination of information and ideas;

(iv) plurality of sources and channels of information;

(v) freedom of the press and information;

(vi) the freedom of journalists and all professionals in the communication media, a freedom inseparable from responsibility;

(vii) the capacity of developing countries to achieve improvement of their own situations notably by providing their own equipment by training their personnel, by improving their infrastructures and by making their information and communication means suitable to their needs and aspirations;

(viii) the sincere will of developed countries to help them attain these objectives;

(ix) respect for each people's cultural identity and the right of each nation to inform the world public about its interests, its aspirations and its social and cultural values;

(x) respect for the right of all peoples to participate in international exchanges of information on the basis of equality, justice and mutual benefit;

(xi) respect for the right for the public, of ethnic and social groups and of individuals to have access to information sources and to participate actively in the communication process.

(b) this New World Information and Communication Order should be based on the fundamental principles of international law, as laid down in the United Nations Charter;

2. The General Conference expresses the wish that UNESCO demonstrate its willingness in its short-and-medium-term activities to contribute to the delieation, broadening and application of the concept of a New World Information and Communication Order.

ANNEX - 3

Resolution of the UNESCO General Conference 1980 on the International Programme for the Development of Communication (IPDC)

The resolution on the IPDC (submitted by India and others) was passed (by consensus) only after two annexes had been agreed.

These annexes contain the most important matters: the objectives, as agreed at the DEVCOM meeting in Paris in April, and the statutes of the inter-governmental council that will be responsible for the programme 'planning and implementing'. Below, we print extracts from the resolution, the DEVCOM recommendation, and from the statutes agreed at Belgrade.

The resolution

The resolution itself does not give very much information on the programme. It is an 'enabling' resolution; it provides the constitutional basis on which the programme may be set up according to the various objectives and statutes that are contained in its annexes. However, one interesting point is worth noting. The resolution invites the Director-General to take the necessary action leading to the establishment of an inter-agency working group of the appropriate institutions in the United Nations system, bearing in mind the central role of UNESCO in the communication field and stressing that wider cooperation between UNESCO, the United Nations and the various specialised agencies and bodies having competence in this field (in particular, the ITU and UNDP) is vital for the satisfactory implementation of the IPDC. The establishment of such a working group would of course be crucial to UNESCO's claim to have a 'central role' in the field of communications. The resolution also explicitly 'recommends member states to promote the formulation, at national and regional levels, of general communication development policies'. It urges governments, through these policies, to intervene and guide their national communications.

The DEVCOM recommendations

The main objectives of the programme should be

(i) to assist developing countries, on their request, in the elaboration and implementation of their information and communication development plans, as well as for the identification of needs and priority areas;

(ii) to promote in developing countries, according to their communication policies and development plans, the creation or extension of infrastructures for the different communication sectors, in order to increase particularly the contribution of the means of communication to endogenous economics, social and cultural development, as well as to promote improved international exchange of information;

(iii) to proceed with the analysis of technical and financial needs and resources in the fields of information and communication at national and international levels;

(iv) to ensure reciprocal consultation and better coordination among the parties interested in the development of communication and in various related programmes of cooperation;

(v) to pursue all available avenues, both public and private, for the securing of funds and other resources to support projects or classes of projects of communication development;

(vi) to bring together proposed projects with sources of financial and other help that it may have obtained or identified;

(vii) to encourage the contribution from all possible financial sources to these projects according to shared plans and interests as they may manifest themselves;

(viii) to strengthen co-operation and coordination activities of UNESCO with other specialised agencies concerned, especially with the International Telecommunication Union (ITU)

(ix) to give particular attention, at an early stage of its activities, to the promotion of viable regional institutional arrangements which should assist the programme in pursuing the above-mentioned objectives, through integrated regional cooperation in the field of communication development; in this connection regional communication institutions established with UNESCO's assistance should be encouraged to play an extensive role in the planning and execution of regional projects within the programme;

(x) to provide consultative and advisory services to the developing countries in the field of communications development, with a view to making optimum use of available resources;

(xi) to take initiative to promote the awareness of all parties concerned (be they developing or developed countries, international organisations and agencies of the United Nations system, non-governmental organisations as well as other public and private bodies active in this field) of the important role that communication plays in the development process, thus contributing to mobilise technical and financial resources necessary to the pursuance of the objectives of the programme;

(xii) to encourage maximum cooperation, coordination and concentration of efforts among all who are interested in national or international communications development;

(xiii) to support, particularly among developing countries, the conclusion of arrangements on exchange of information, programmes and experiences, on cooperation and coproduction between radio and television organisations, news agencies and journalists associations;

(xiv) to prepare studies based on experience gained in international cooperation in the field of information and communication development, particularly between developing and developed countries.

ANNEX - 4

The statutes of the IPDC

Article 1

An Intergovernmental Council of the International Programme for the Development of Communication is hereby established within the United Nations Educational, Scientific and Cultural Organisation.

Article

1. The Council shall be composed of 23 Member States of UNESCO, elected by the General Conference, taking account of the need to ensure equitable geographical distribution and appropriate rotation.

2. The term of office of members of the Council shall extend from the end of the ordinary session of the General Conference at which they are elected until the end of its second subsequent ordinary session.

3. Notwithstanding the provisions of paragraph 2 above, the term of office of 17 members designated at the time of the first election shall cease at the end of the first ordinary session of the General Conference following that at which they were elected. These members shall be chosen by lot by the President of the General Conference after the first election. The retiring members shall be replaced by members belonging to the same regional group.

4. Members of the Council shall be immediately eligible for re-election.

5. The Council may make recommendations concerning its own membership to the General Conference.

6. The persons appointed by Member States as their representatives on the Council shall preferably be specialists in the fields covered by the International Programme for the Development of Communication. They shall be selected particularly from persons employed in various fields of communication, especially those connected with planning, research or the application of national policies or with activities conducted under international cooperation in those same fields.

Article 3

(The Council 'shall meet in plenary session once a year').

Article 4

(The Council shall adopt its own rules of procedures).

Article 5

(Within the framework of the decision of the General Conference the IPDC Council shall be responsible for guiding the planning and implementation of the IPDC, and devising an appropriate system of financing the programme).

Article 6

(Election of chairman and other offices to form a Bureau).

Article 7

(Participation in meetings).

Article 8

1. The International Programme for the Development of Communication shall be administered by the Director-General, who shall make the necessary secretariat and facilities available to the Council. The Director of the Programme shall be appointed by the Director-General on the recommendation of the Council, pursuant to the provisions of the Constitution of UNESCO and according to the procedures in force governing the appointment of the organisation's staff.

2. The Secretariat, under the authority of the Director-General, shall carry out the administrative work necessary for the implementation of the International Programme for the Development of Communication and for the sessions of the Council or the meetings of its Bureau.

Article 9

The running expenses of the Council and its subsidiary bodies shall be covered by appropriations voted for this purpose by the General Conference of UNESCO.

Article 10

(The Director-General shall report to the Council and to the General Conference).

Article 11

(The Council shall report to the General Conference).

SATELLITE TARIFF REDUCTION

IN THE ABU REGION

The ABU, in terms of satellite, occupies a region comprising countries in Asia and the Pacific between New Zealand in the east and Iran in the west. The area covered is one of the largest regions of all the broadcasting Unions and a distinctive feature of this region is that the countries are very widely separated. The problems that this poses, in terms of television communication, are further complicated by two factors.

1. The lack of a terrestrial communication network covering the whole or even parts of the region capable of carrying television signals.

2. The high tariff rates for satellite usage.

As far as the terrestrial communication network is concerned, telecommunication authorities are working for the establishment of such a link but it is envisaged that it will take at least 10 years before the network is completed. The Asian Telecommunication Network - to give it its proper name is being planned to be a mixture of terrestrial links, submarine cables and satellites.

The potential for satellite usage is very high and is expected to remain so even when the Asian Telecommunication Network is completed. There are 24 ABU member organisations operating a TV service in this region and all of these organisations have access to earth stations within their national boundaries. (Annex 1). The prevailing high tariffs, however, have prevented ABU members from making greater use of satellite than they would otherwise have done.

Therefore, the ABU for many years has attached much importance to the reduction of satellite tariff rates and discussions on the actions ABU members could and should take have been held continuously at the ABU General Assemblies since 1972 when the Union set up a Temporary Co-ordinating Centre for Satellite Transmission (TCC). This TCC was maintained by NHK in Tokyo till the end of 1980 and has now been taken over by the ABU Secretariat Office in Kuala Lumpur.

Its basic objective is to promote the use of communication satellites operated under Intelsat and one of the most important activities towards this objective is the provision of advance information about coverage of events. It is considered that such advance information would enable members to arrange multilateral receptions of major international events not only with members within the region but also with other broadcasting Unions or television organisations outside the region. This would enable members concerned to share up-leg costs which would have the effect of reducing satellite costs for each participating member. Monthly reports from ABU members, however, show that the number of multilateral receptions is limited to not more than 10 a year. One reason for this lies in the difference of interest shown by members to the events offered but the major reason is the high cost of satellite tariffs. In other words, most ABU members cannot afford taking a satellite transmission even when they know that another member or members have plans to receive a transmission.

Efforts on the part of the ABU member organisations to seek reduced satellite tariffs have taken the following two forms:

1. Direct negotiations with the carriers in their own countries or through government channels.

2. Stressing the need for reduced tariffs at inter-governmental level.

Reports from ABU members on the results of negotiations with their carrier show that the majority of members were able to obtain at least one reduction, this being in most cases a few years after the earth station of the carrier had been in operation and the TV organisation or organisations in that country had demonstrated a willingness to make use of the earth station facilities. But these reports further show that once a reduction is made, it has not been followed in subsequent years by further reductions in most countries.

One typical example of efforts at inter-governmental level is the meeting of the Ministers of Information of non-aligned nations in 1976 at which the views of many members were represented. At this meeting, it was proposed, that the governments of non-aligned countries should "introduce suitable and concessional tariff structures for the fast flow of information amongst non-aligned countries". This proposal was adopted for implementation at the meetings of the Heads of States/Governments of the non-aligned countries in the same year in Colombo. A similar recommendation was proposed and adopted at the Inter-Governmental Conference on Communication Policies in Asia and Oceania (ASIOCOM) held under the auspices of UNESCO in Kuala Lumpur in February 1979. However, reports from ABU members of the countries which took part in these inter-governmental conferences show that no practical results bringing about reduced satellite tariffs had been achieved as far as the Asia-Pacific region is concerned.

It was in this background from the viewpoint of the ABU that the problem was discussed at broadcasting Union level in 1980, i.e. at the Third

Conference of Broadcasting Unions in Tokyo in February/March 1980. It is recalled that the Tokyo conference recommended that:

> "The Unions should take concerted and co-ordinated action to obtain for TV transmissions by satellite, tariff rates and structures which would enable the broadcasting organisations to utilise satellite transmissions, in the service of their audiences, without financial constraints and with all necessary flexibility, and that one of the objectives of the exercise should be to secure preferential tariffs for satellite transmissions to and from broadcasting organisations in the developing countries." (Recommendation 8 of the Third Conference of Broadcasting Unions).

This recommendation was discussed in detail at the ABU Satellite Sub-Committee meeting in Colombo in August 1980 with emphasis placed on the practical ways and means by which the objectives of the recommendation could be achieved. In preparation for the discussions, the ABU Secretariat carried out, in July 1980, a survey of the tariff rates and structures in the ABU region to update information which already had been made available to members. This survey showed that despite the efforts of individual members of the ABU only four had been able to obtain a reduction of their tariff rates since 1978, these being - ABC-Australia, NHK/NAB-Japan, RTPRC-People's Republic of China and SBC-Singapore. All the other members had no success to report.

The survey also showed that the ABU region has one of the highest tariff rates in the world ranging from a low of US$ 85 to a high of US$ 2,000 for the first 10 minutes in the case of occasional transmissions, the average being US$ 850 to US$ 900. The costs for the additional minutes also showed a similar pattern ranging from US$ 8.50 per minute to US$ 70 with the average being US$ 40. (See Annex 2). Needless to say, this is nearly twice the rates applied to American TV organisations and 60 % to 70 % higher than European rates.

Therefore, the discussions which took place at the Satellite Sub-Committee meeting and the subsequent meeting of ABU Standing Programme Committee were lively. The action individual members had taken were reviewed and the difficulties in finding practical solutions were reported. The general consensus was that efforts on the part of the individual members alone could not be expected to produce positive results and that the problem was such that it would require, in many ABU member countries, a political solution within government structures as both telecommunications and broadcasting are under the direct control of governments.

It was decided that ABU should be directly involved in efforts to seek reduced tariffs, i.e. the ABU should approach the governments and carriers of member countries directly and in close collaboration with the members desiring such action. This was a rather significant departure from past practices in that the ABU had maintained that as a non-governmental organisation the ABU should not be directly involved with individual member governments. In approaching governments, it was decided that the ABU should prepare a statement which it would use to present the arguments of broadcasters based on factual information. These decisions reflect the overall view of ABU members that attempts to be successful must be at all levels - at international, regional and national levels and in various forms.

One of the major difficulties that the ABU had faced in the past on this problem was that up to very recently, there had been no single organisation representing the carriers on a regional basis which the ABU could approach. This has changed, however, with the establishment of the Asia-Pacific Telecommunity (APT) in 1978. The ABU, which has observer status with this organisation, presented a detailed paper calling for reduced tariffs to the Management Committee meeting of APT in November 1980 and as a result it was decided that APT should include this question in its programme for 1981 and carry out further studies on satellite tariff rates and structures within the region.

The ABU also had the opportunity to present its views at regional level in December 1980 at a consultation meeting sponsored by UNESCO in New Delhi which was held to study follow-up activities of the ASIOCOM conference in 1979. In this connection, it should be noted that the consultation meeting recommended UNESCO to urge the governments of developing countries within the Asia-Pacific region to accept the standard tariffs as recommended by the UNESCO Working Group on International Telecommunication Tariff Structures in June 1980. (See Annex 3).

This UNESCO Working Group recommends a rate of US$ 200 for the first 10 minutes and US$ 10 per each additional minute in the case of occasional transmissions and a tarif of US$ 10 per minute in the case of regular daily transmission for news exchange. The recommendation of the Working Group which included Mr. M. Pierre Brunel-Lantenac of the EBU was highly welcomed as it was considered it would serve as an important yardstick for the media including broadcasters to seek reduced satellite tariffs. And as shown in Annex 3, the ABU succeeded in recommending that UNESCO undertake in collaboration with ITU, the ABU and news agencies in the region concerted efforts to introduce special standard tariffs applicable to developing countries using the recommendations of the UNESCO Working Group as a yardstick. The ABU hopes that this recommendation can be further pursued to eventually lead to the world-wide introduction of a special tariff for transmissions to and from developing countries as recommended by the Third Conference of Broadcasting Unions in Tokyo and as a means to correct the imbalance of news and information between developing and industrialised countries.

An aspect the ABU faces in dealing with this problem is the diversity in the usage of satellites amongst its members and the varying stages of development of television in the Asia-Pacific region. Six of the ABU members - ABC, Australia; RTV, Hong Kong; HKTVB, Hong Kong; NHK/NAB, Japan; BCNZ, New Zealand and SBC, Singapore; take a daily news package. These six are among the financially better off members of the Union and they also happen to enjoy more favourable statellite tariff rates than the others. Among our other members, IRIB, Iran, takes Eurovision news. So does Bangladesh but only on an experimental basis. The remaining members tend to use satellite mainly for sports coverages which are usually sponsored, thus covering satellite costs. Although these members have shown interest in daily news packages by satellites the high tariff rates have acted as an inhibitive factor particularly as news is not generally sponsorable.

The reduction of satellite tariffs is very necessary for the development of broadcasting in this region and to promote the free flow of information. It is a matter that requires positive action on the part of all broadcasting Unions, both individually and co-operatively as well as individual television organisations. The time for talking about this topic amongst ourselves is long past. Therefore, the ABU recommends that the following steps be taken:

All Unions:

1. Keep each other informed, on a restricted basis, of any changes that occur in tariff rates and structures amongst member organisation countries, so that it would provide data for approaches on a global, regional and country basis.

2. Carry out a continuing dialogue with the ITU, UNESCO and other global organisations connected with telecommunications. All presentations at such forums should be co-ordinated and co-operative. Efforts should also be initiated to carry out a dialogue with Intelsat.

3. Provide each other with documentations on their efforts to obtain reduction of tariff rates. This would assist individual Unions in their regional efforts.

4. Prepare an inter-Union document or documents setting out arguments for reduction of tariffs that would be used by all Unions.

5. Promote a sharing of costs through encouraging more multilateral receptions.

6. Exchange information on advance events to encourage more multilateral receptions thus enabling their members to share the satellite costs involved.

Individual Broadcasting Organisations:

1. Should seek to approach their carriers and keep on pressing their request for a reduction in tariff rates.

2. Provide their Unions with information -- on a restricted basis -- of all achievements and setbacks in their attempts to obtain reduction in satellite tariffs.

ANNEX - 1

EARTH STATIONS AND TV ORGANISATIONS IN THE ABU REGION

Location	TV Organisation
1. Afghanistan	Radio Television Afghanistan
2. Austrialia	Australian Broadcasting Commission
3. Australia	Special Broadcasting Service
4. Bangladesh	Bangladesh Television
5. Brunei	Radio Television Brunei
6. People's Republic of China	Radio and Television of the People's Republic of China
7. Hong Kong	Redifussion Television Limited
8. Hong Kong	Television Broadcasts Limited
9. India	Doordarshan
10. Indonesia	Radio Republik Indonesia and Television Republik Indonesia
11. Islamic Republic of Iran	Islamic Republic of Iran Broadcasting
12. Japan	Nippon Hoso Kyokai
13. Japan	National Association of Commercial Broadcasters in Japan
14. Republic of Korea	Korean Broadcasting System
15. Republic of Korea	Munhwa-TV Radio Broadcasting and Kyunghyang Daily News Corporation
16. Malaysia	Radio Television Malaysia

17. New Zealand	Broadcasting Corporation of New Zealand
18. Pakistan	Pakistan Television Corporation Ltd.
19. Philippines	Philippines Broadcasting Service
20. Philippines	Kanloan Broadcasting System, Inc.
21. Singapore	Singapore Broadcasting Corporation
22. Sri Lanka	Sri Lanka Broadcasting Corporation
23. Thailand	TV Pool of Thailand
24. Vietnam	Vietnam Radio and Television

ANNEX - 2

SATELLITE TARIFFS IN THE ABU REGION AS AT 1ST AUGUST '80

(Source ABU Members)

	Initial 10 minutes US$	Additional 1 minute US$
1. Pakistan	2,000.00	65.00
2. India	1,037.00	41.25
3. Bangladesh	990.00	10.00
4. People's Republic of China	971.25	31.08
5. Philippines	955.00	46.00
6. Malaysia	930.00	28.00
7. Republic of Korea	920.90	24.19
8. Japan	913.00	31.00
9. Australia	870.00	40.00
10. Indonesia	850.00	30.00
11. Thailand	700.00	21.00
12. Hong Kong	660.00	22.00
13. Singapore	640.00	18.00
14. New Zealand	600.00	25.00

15. Brunei	87.50	8.75
16. Afghanistan	not known	not known
17. Islamic Republic of Iran	not known	not known
18. Sri Lanka*	not known	not known
19. Vietnam	not known	not known

*Sri Lanka has meanwhile adopted the tariff schedule as recommended by UNESCO.

ANNEX - 3

RECOMMENDATIONS ON SATELLITE TARIFFS AS ADOPTED BY SECOND CONSULTATION ON FOLLOW-UP TO ASIOCOM, NEW DELHI, DEC., 1980.

The Consultation Meeting on Follow-up to ASIOCOM,

Realising that satellite is the only means to secure instantaneous transmission of news and information between most countries within the Asia-Pacific region until such time as the terrestrial micro-wave or submarine links are established.

Considering that the high satellite charges levied by the telecommunication services in countries in the Asia-Pacific region are depriving media of the use of satellite for the exchange of news and information.

Noting that satellite charges levied by telecommunication services in countries in the Asia-Pacific region are much higher than those of the United States and European countries.

Noting that the present rate of satellite tariffs are beyond the capacity of media in developing countries for use in the exchange of news and information.

Convinced that the introduction of special low tariffs for the transmission of news and information is a precondition for providing media in developing countries with the financial capacity to receive and transmit news and information regionally and internationally as an important step in the establishment of a New World Information and Communication Order.

Taking into account that hardly any positive results have been achieved in the reduction of satellite tariffs in spite of the long and continuous efforts by media within the Asia-Pacific region to this end.

Recommends to UNESCO that:

1. It undertakes in collaboration with ITU, ABU and OANA, concerted efforts to introduce special standard tariffs or special measures applicable to developing countries in the Asia-Pacific region in the following fields:

(a) a special standard tariff for both occasional and regular daily transmission of television news and television programmes to and from developing countries;

(b) a special standard tariff for audio (telephone) circuits for the transmission of news by media to and from developing countries;

(c) a special standard tariff for the transmission of photographs between news media in developing countries; and

(d) special measures such as user multiplexing systems and lease of circuits for, say, six hours per day to and from news agencies in developing countries.

2. It recommends to the governments of developing countries within the Asia-Pacific region to accept the special tariffs proposed in the Working Group Report (Third Meeting, 26-27 June 1980) and the measures mentioned in paragraph 1 (d).

3. It recommends to the governments concerned to report periodically to UNESCO on the action each country has taken in the reduction of satellite tariffs and the results thereof.

4. In collaboration with ITU, it organizes studies on projection of demand for circuits for the various media and alternative transmission means which would result in the reduction of tariffs between developing countries.

5. It organises a suitable forum in which representatives of the governments, telecommunication services and news agencies and broadcasting organisations could discuss the problems involved in the reduction of satellite tariffs with the aim of finding practical solutions.

TRAINING AND TRAINING SCHEMES AMONGST ABU MEMBERS

1. AIBD Set-up and History

The Asia-Pacific Institute for Broadcasting Development (AIBD) is an intergovernmental organisation hosted by the Malaysian Government and established by UNESCO with financial contribution from UNDP, UNESCO, Funding Agencies and Governments within and outside the Asia-Pacific region.

Membership to AIBD is open to all countries within the ESCAP region. There are now 16 countries within the region that have joined the Institute as members and about more than 30 countries actively participate in the Institute's activities.

AIBD devotes itself to training broadcasters and todate the Institute has mounted 166 activities accounting for 3,079 personnel from the Asia-Pacific region having been trained in various media disciplines.

2. ABU/AIBD Training Scheme

2.1 Following its 1977 General Assembly, the Asia-Pacific Broadcasting Union (ABU) requested the AIBD to arrange for the training of manpower needed by member organisations to stage and run a TV news exchange system which is sometimes referred to as Asiavision. This system, on one hand, is aimed at facilitating TV news exchanges among ABU members, first in South-East Asia, later in other parts of Asia and possibly the Pacific, and, on the other hand, providing ABU news-items as seen through the Asian eyes, with other broadcasting Unions of the world.

2.2 It was felt there was an urgent need for training in the fields of:

- news editors/news reporters
- news cameramen
- sound assistants
- VCR field operators
- film montage editors
- electronic editing technicians.

Furthermore, it was considered that individual training would be needed for all future TV news coordinators who would one day be involved in the actual exchange of TV news by collecting information on news gathering and news production at

a. each individual participating TV station, and

b. each TV news exchange center:

(i) South-East Asia Center in Kuala Lumpur

(ii) West-Asia Center in Tehran

3. The Team Approach

The AIBD, thus entrusted with the ABU training scheme, approached the German foundation, Friedrich-Ebert-Stiftung in Bonn to provide the good services of Mr. Horst Bode, a TV news exchange specialist who had since 1974 worked for the Arab States Broadcasting Union (ASBU) and had successfully helped to set up its Arabvision News Exchange Scheme.

Based on his experience, the FES expert developed a curriculum which called for the training of a four-member team from each participating country which consists of:

- one news reporter/news editor	(one person)
- one news cameraman	(film/ENG)
- one sound assistant, or	(film)
- ENG recordist	(ENG)
- one film montage editor, or	(film)
electronic editing technician	(ENG)

Ideally, it was assumed that in the long run each ABU member wishing to join the ABU TV news exchange would thus have available one full team of four specialists in the production of TV news-items corresponding with Asian sentiments.

4. Curricula

The curriculum is based on a four-week training course in Kuala Lumpur conducted on a regional level, in such a way that it provides:

- one week of basic classroom training by AIBD consultants and trainers for

a. news editors on international TV news exchange

b. cameramen/sound assistants (VCR recordists), and

c. film montage editors and/or electronic editing technicians

followed by:

- three weeks of intensive field training every morning except Saturday and Sunday outside the AIBD premises for

  a. cameramen, and

  b. sound assistants

  on their specific professional skills, in simulated TV news events, including news reportage of actual news events, whenever available, for same-day news presentation and news exchange.

Each national team operates strictly under the guidance of its own news editor/reporter with support from the trainers.

5. Training Objectives

For news editors:

(i) a thorough knowledge of the worldwide TV news exchanges inside and between broadcasting Unions, especially Eurovision and, of course, the proposed exchange scheme of the ABU.

(ii) a thorough knowledge of management and procedure of TV news exchange, intra-Union and worldwide, in general.

For news reporters, news cameramen, sound assistants:

(i) a thorough knowledge of 16 mm colour film news coverage,

(ii) news coverage with electronic news gathering equipment,

(iii) double-track sound system for film-cameras,

(iv) "editing by camera".

6. "Life" Coverage

Each afternoon is devoted to processing and editing of the news-items covered during the same morning with subsequent screening of each item in the Institute's cinema-classroom. Performance of the crews is thoroughly assessed by the trainers whereby any shortcoming or loophole detected is rectified and achievements of the crew duly evaluated in a truly professional way.

Each team is strictly limited to use not more than 100 feet (30 m) of film or the equivalent on ENG tape not only for economical purposes but also to exercise "editing by camera" as mentioned before. This technique ensures that each team, accompanied by its reporter, is directed in such a way that shooting is conducted sequence by sequence, so that no time is wasted on editing afterwards. The objective is based on the ideal concept that the news-items could be put on air (or on satellite for news exchange) within the shortest possible time after film-processing is completed or in the case of ENG after the tape has been sent back to its base. The ultimate goal of this technique is: ENG-coverage "life" by OB-van which allows TV news audiences throughout the world to be an eye-witness to current universal events covered whenever it is considered relevant by the broadcasters.

7. Training Equipment

The first training course started in November 1977, with 24 trainees from the five member-countries of the ASEAN region. Training equipment and facilities were provided by AIBD. In the autumn of 1978, the first ENG-unit was added to the training and a BOSCH camera with a BCN-20 recorder was sent to Kuala Lumpur as a gift from the German foundation. Emphasis on TV news production training has gradually shifted more and more to ENG and in 1981, with nine teams participating, two-thirds of the camera equipment was ENG, a rate which will now be maintained for some time as it is presumed that not all ABU member organisations will be able to acquire ENG equipment for TV news production in the next few years.

8. Training Results

8.1 The training results have been very encouraging. Till todate, all 213 trainees from 12 Asian countries, who have attended the training courses, have not only performed well, but have almost without exception, shown great enthusiasm and sincerity to imbibe the maximum benefits of the training courses.

The training results are reviewed every Saturday and a final overall review on the closing day of each course, thus enabling comparison to be made, not only with the work of previous weeks, but also that of earlier seminars under the same curriculum. In this way, the trainers and trainees can equally and objectively judge the progress they have made. For quality comparison, news-items from Eurovision recordings are shown; occasionally when available, news bulletins from Asian TV stations, which are thrown open to intensive discussions on their merits and demerits in terms of professional TV news production quality.

8.2 The cost of each training course is borne entirely by FES which not only provides air tickets for all trainees but also pays [illegible] their accommodation and other outlays of the AIBD, all the way down to such items as raw film material and spare parts. In 1979/80, FES had flown in various equipment ranging from one ENG-unit to an animation camera, representing a total value of US$ 250,000.

The training course per trainee costs about US$ 750 each for a four-week period. Therefore, the cost per trainee per day is US$ 30, a rather modest amount considering the training manpower and facilities involved. Regularly, the course is run, apart from the training director, by two European trainers and three local assistant trainers, all of whom have worked extremely well together.

8.3 After each seminar, a full report is given to the ABU Secretary-General, the AIBD Director, and the Friedrich-Ebert-Stiftung. This report also covers technical aspects which are made available to the manufactures of the television equipment used in the course.

A summary of all training films produced is sent, as a matter of routine, to the German foundation and its sponsors. Some of the courses have been formally opened by the Ambassador of the Federal Republic of Germany, an event that is regularly covered by the news-staff of Radio Televsion Malaysia (RTM).

8.4 It has been pointed out not only by the trainees but also by the ABU that the training would be much more beneficial if archive materials could be provided at the Institute with possible help from outside sponsors as well as the introduction of training courses for newsfilm/tape librarians to enable the ABU members to set up better archives for their TV news-rooms. It is, therefore, hoped that a newsfilm library can be added to the facilities of the AIBD in the near future.

ARAB STATES BROADCASTING UNION

ARAB TV NEWS EXCHANGE

By WALID YAHYA, Director of News and Sports, ASBU

INTRODUCTION

Since the emergence of Arab TV organisations in late fifties and early sixties, they have been mainly concerned with receiving news from other Arab countries. There were early attempts to exchange news among Arab TV organisations but they were generally limited and mostly bilateral. Newsfilm agencies remained the only source of covering the events in the Arab World for the outside world. Those agencies were not really keen and serious in covering the events of the Arab World, hence their coverage was very much limited. That situation remained until early seventies when the newsfilm agencies increased their activities and started to show more concern in the Arab World for various considerations the main one being the attempts of Arab TV organisations to establish a news exchange system.

DEVELOPMENT OF THE IDEA OF ARAB NEWS EXCHANGE

With the increase of the role which Arab TV organisations started to play and the growth of their influence due to the big events which the Arab World witnessed especially in the second half of the sixties the flow of the Arab TV news assumed great importance. Arab States Broadcasting Union (ASBU) secretariate took the initiative of forming a committee of specialists to study the subject. It was thought then that there was a need to establish an Arab news film agency to distribute the TV news in the Arab world itself and outside. But the idea has not been very successful for various reasons. Eventually it was decided that the flow of TV news should take a totally new form. The International Institute of Communication (IIC) and Friedrich-Ebert-Stiftung agreed, on the request of ASBU Secretariate, to set up a small working group to study the possibility of increasing the prospects and means of the flow of Arab news films in the Arab area and between it und other areas of the world. This group submitted its report to a body of eight Arab Broadcasting services called for the establishing of an Arab news exchange system. The report was unanimously adopted by the group and was referred to ASBU General Assembly for further study. The latter accepted the report in its turn. The report of the experts postulated that the Arab world be divided on a geographic basis into three main areas:

- ALMAGHREB
- ALMASHREK
- THE GULF AND ARABIAN PENINSULA

Rabat was chosen to be the centre of Almaghreb area; Amman for Almashrek and Kuwait for the Gulf and Arabian Peninsula region. The three capitals were chosen because each one had a satellite ground station. The report defined in details the basis of exchange inside each area, among the areas themselves and between them and the outside world. Land (cars), air (planes) and satellites were to be used. In September, 1973, the establishing Broadcasting Organisations of Arab TV news centres held a meeting in which they agreed upon the charter of the Arab news exchange system which has become, since then, a real fact. It was thought then that there was no need to establish administrative frameworks for the system. Only a co-ordination committee consisting of the directors of Marocco TV, Jordan TV, Kuwait TV and ASBU Secretary General was formed and was considered the highest authority in the system.

THE SYSTEM IN OPERATION

The Arab news exchange system started operating in mid 1973 with great enthusiasm on the part of the participants. Each organisation named a news co-ordinator. Some of them even went further and established news exchange sections, there was real activity inside each of the three regions of the Arab world in an unprecedented manner.

THE GULF AND ARABIAN PENINSULA REGION

Around one thousand newsfilms were exchanged in this region during the period between 15th June, 1973 and mid 1975. Each broadcasting service in the region used to send its newsfilms to the centre in Kuwait TV where they were developed and redistributed among the other members of the region. Sometimes copies were sent to the centre of the Mashrek area in Amman.

ALMASHREK REGION

The operation in the Mashrek region took another form. It depended mainly on the exchange of news recorded on video-tapes. Jordan TV used to record the EVN exchanges zero and one on video tapes and send them to Syria (by car) and to Egypt (by air). The Egyptian TV sent those tapes in turn to Sudan TV. Jordan TV recorded its local news on the tapes and Egyptian TV and the Syrian TV did the same when they returned the tapes to Jordan TV.

ALMAGHREB REGION

A microwave link extending from Marocco to Libya helped much the news exchange movement in Almaghreb region. Each broadcasting service in the region used to monitor and record the news bulletins of the other broadcasting services freely and without any restrictions. The difference in the timings of the news bulletins ensured the success of the operation.

EXCHANGE AMONG THE THREE REGIONS

The exchange of TV news among the three regions was greatly limited. There were only bilateral exchanges between members of two regions. Some coordination was also maintained among the centres during a few big events.

EXCHANGE WITH OTHER BROADCASTING UNIONS

Generally speaking, the exchange with other Broadcasting Unions was very poor. European Broadcasting Union might have been an exception. An agreement was signed between ASBU and EBU to the effect that ASBU members receive EVN exchanges Zero and One directly via satellite. That agreement which was put into effect as from the 6th of Feb., 1976 was a major step in the field of co-operation among international Broadcasting Unions. As a matter of fact the said agreement somehow led to the increase of the news items, offered to Eurovision by Arab Broadcasting.

EVALUATION

The state of the news exchange was in general satisfactory; it invoked the admiration of many observers. The news committee of ABU decided to make use of our experience in its endeavour to establish a news exchange system. ASBU secretariat was asked to name an Arab expert to be a member of a group that studied the subject. A UNESCO mission which was studying the means of communication in the Arab countries mentioned in its report that "ASBU Arab news exchange system is a distinguished and pioneering project in the area and that if it continues to work and expand, it will give an opportunity to the emergence of new conceptions in administration, in training and in particular in the field of programmes. The results of all this will consequently be applied to other fields of programmes". But unfortunately the news exchange in the Arab area declined for various reasons some of which may be summed as follows:

1. The news received daily via satellite by many Arab TV organizations had its impact on the newsmen. This news poured in large amounts and needed a long time to deal with. These items were in colour and of excellent

quality and they were hot covering events that took place the same day or the day before. Whereas items of the Arab news exchange were in black and white stale four or five days old and of a poorer quality. This induced the newsmen to ignore them.

2. It is also noted that the news departments in Arab TV organisations did not undergo any tangible change and continued to be static particularly in respect to their staff. It is a fact that without strong and efficient news departments no news exchanges can be maintained.

3. The technological developments were coming with great speed. There were only four satellite earth stations in the Arab world in 1973. By 1975 that number rose to around twenty. The number in 1979 exceeded 25. Many TV organisations started to use ENG equipment, most of them transferred to colour transmission. Newsmen found great difficulty in dealing with the new developments and absorbing them, and with the lack of expertise and training, they were trying to cope with the problems that arose in their ogranisations and did not have enough time to spare for the news exchange.

4. It was difficult to use the satellite in news exchange because that facility was rather costly.

5. Lack of organized co-ordination among the members of news exchange system due to the absence of administrative and financial framework.

SUMMARY

Anyway, the news exchange system was indeed a pioneering experience and we were very much eager to develop it. However, we continued our attempts to establish an effective news exchange system with a new perspective. We had to make use of all the positive aspects of the past experience and avoid all the negative ones.

ARABVISION

Members of the Arab news exchange system held a plenary meeting in Baghdad in November, 1975. One of the resolutions adopted by that meeting called for the formation of a working team to prepare a study on Arab news exchange and future prospects. The team submitted a report in this regard to the meeting of the news exchange system in Tunis in October, 1976. It was noted then that the report was incomplete and that the technical and financial aspects of it had to be completed. A committee of six experts was formed to finalise the work. It held two meetings, one in Amman in May, 1977 and another in Cairo, in December 1977. Later on the coordination committee of the Arab news exchange system, ASBU administrative council and ASBU

General Arab Assembly (Riyad October, 1979) adopted the final report of the experts which called for the establishment of ARABVISION. The delay in getting Arabvision to operate was caused by certain circumstances in the Arab Area. Moreover, ASBU was undergone some structural changes in its secretariate whose headquarters have been transferred from Cairo to Tunis.

MECHANISM OF ARABVISION

It was noted that an inter Arab news exchange can be carried out according to the following procedure:

1. A morning telephone journalistic conference will be held daily by the news co-ordinators of the participating organisations. This conference will be a preparation of the news exchange which will take place in the afternoon. It will continue for one hour during which each organisation offers its news items. If two other organisations agree upon an item, it will be included in the exchange.

2. Transmission of the news begins at a fixed time in the afternoon as follows:

   a. One organisation transmits its item (or items) to be recorded in Kuwait TV. The next organisation in order transmits and the item(s) is recorded in Kuwait TV... etc. until all items have been recorded.

   b. After that Kuwait TV transmits all items on both the Indian Ocean Satellite (IS IV-A F6) and the Atlantic Ocean Satellite (IS IV-A F/) to be received simultaneously by all Arab TV organisations participating.

   c. Half an hour before the transmission starts, the sound circuit will be opened again for all members. In the first fifteen minutes the news co-ordinators give the necessary information of the news to be exchanged. In the next fifteen minutes and till the end of transmission the technicians will be in charge.

4. There will always be a fixed order of transmission. The organisations will be arranged so that (and always) organisation (A) starts followed by organisation (B) and (C) and so on. If there is no item from organisation (B) organisation (C) does the transmission and so on.

5. It was decided to have the items recorded in Kuwait TV first and then retransmitted on the two satellites for two considerations:

   a. Reducing the number of uplegs and downlegs

b. To give the organisations enough time to shift from a transmitting position to a receiving position.

6. The central co-ordinator (details of whom to follow) will carry out the daily satellite booking procedures.

THE CENTRE OF CO-ORDINATION AND THE CO-ORDINATOR

1. It was decided that Kuwait should be the Centre of co-ordination.

2. An office of co-ordination is to be established at Kuwait TV to supervise the whole operation. A Central co-ordinator of excellent experience in TV news and news exchange will be in charge of this office. He will be assisted in his work by a staff of specialists.

   The duties of the office of co-ordination will be as follows:

   a. Organising the daily news exchange by presiding over the morning journalistic telephone conference. It will also arrange the daily satellite bookings and supervise the afternoon transmissions.

   b. Preparing periodical reports on the development of Inter Arab News Exchange; number of items, sources etc.

   c. Co-ordinating and organizing the special operations.

   d. Co-ordinating and organizing major sports events such as the Inter Arab Tournaments, the Olympic Games, the World Cup, etc.

   e. Organizing the relation with the foreign sources that provide Arab TV organisations with news. It was decided that an Arab News Co-ordinator should be stationed in Europe to work under the direction and supervision of the Central Co-ordinator.

   f. Arabvision news will be available for all broadcasting Unions without any demands of production costs and on a receprocity basis. Those Unions will not even be asked to pay for the upleg charges. They have to handle the downleg costs only.

OTHER DEVELOPMENTS

In a meeting of ASBU news committee held in Kuwait in February 1980 the following recommendations were adopted:

1. The necessity to put Arabvision in operation as it is the advanced frame of Arab News Exchange system.

2. The committee observes that the achievement of Arabvision needs some time, but gradual steps should be adopted leading in the end to Arabvision as depicted by ASBU General Assembly. As a first step in this regard the committee ensured the necessity to link Arab TV organisations with a sound circuit to be used for a daily journalistic conference to exchange information on news items. The committee also sound that it will be desirable to use the time allocated for Arab TV organisations to receive EVN-o and EVN-1 via both the Indian and Atlantic satellites to receive the exchanged Arab news items (in this case the Arab TV items should be sent to the European injection point of EVN-o and EVN-1 to be recorded there and later transmitted before or after EVN-1 as additional minutes).

3. The committee heartily welcomed the establishment of an administration for news and sports at ASBU headquarters as this will greatly help the exchange of news in the Arab area (the administration referred to started work as from the 1st of August, 1980).

It must be noted that inspite of the absence of a formalized news exchange system, there is a satisfactory amount of coordination on the multilateral level especially in covering the big events such as the Arab Summit in Jordan in November last year and the Islamic Summit in Saudi Arabia in January this year. This coordination is also maintained successfully in covering the various sports events.

ASBU Secretariat has started to play a major role in all these developments.

ASBU efforts aim at having a steady Arab News Exchange system this year which will witness:

1. The establishment of a sound circuit among the concerned members.

2. The continuation of efforts to have the members exchange their news through the EVN injection point and at a later stage the preparation in London of a special ASBU news package for the Arab TV organisations containing the exchanged Arab news and news of various sources selected by Arab news co-ordinators to be transmitted daily via satellite.

3. When the exchanged Arab news items will be in Europe and on the satellite they will be made available to all broadcasting Unions without any obligations towards production charges or upleg costs.

4. ASBU will continue its efforts in close co-operation with other broadcasting Unions to reduce the satellite tariffs as this will definitely lead to an active flow of news and will be of great help for ASBU in its plans.

5. ASBU will hold a big training course in November for the heads of news departments and news coordinators in all Arab TV organisations. That course will handle various subjects related to TV news and news exchange.

FUTURE PROPSPECTS

Towards the end of 1982 or early 1983 the Arab satellite will be in space. By that time Arabvision can become effectively operational in the way we have depicted. Until that is achieved ASBU members will continue their efforts to exploit modern technology in the field of communication, develop Arab News Departments and improve the content of news exchanged. It is surely useful to mention that the Arabvision Charter calls for:

1. Exchanged news items must reflect the concerns of the Arab individual and they should deepen the faith of the goals of the Arab Nation. They should also develop the common trends and aspirations in the Arab World and acquaint others with this world, propagate its message, its ambition and bolster its cause.

2. In accordance with the Arab Broadcasting Charter, the exchanged news items should adhere to universal truth. It should also be just and unbiased and free from un-necessary details.

EXCHANGE WITH OTHER BROADCASTING UNIONS

ASBU is eager to see the day when the exchange of news among the various broadcasting Unions of the world becomes a solid fact. ASBU can play a major role in this concern for various consideration.

1. The Arab World which extends from the Atlantic Ocean in the West to the Arab Gulf in the East and from Torus mountains in the North to the Middle of Africa in the South, does occupy a distinguished strategic position. It connects the three continents of Asia, Africa and Europe.

2. Satellite communications cannot under-estimate this fact. The Arabvision news can easily reach Spain through Morocco. Spain can be an excellent connecting point between Arabvision on one side and Eurovision and the Ibero American TV organisation on the other. Kuwait can easily pick up the news exchanged in the ABU region through the microwave link which already exists between Kuwait and Abadan in Southern Iran. Arab countries in North Africa will be involved in any news exchange system adopted by URTNA. Algeria's ground station, for example, is connected with the Soviet satellite system. This creates immense possibilities of co-operation between Arabvision and Intervision.

3. In addition to what was mentioned before many Arab Broadcasting Organisations enjoy the active membership of more than one broadcasting Union. Some are ASBU, EBU and URTNA members. Others are ASBU, EBU and ABU members. This, we believe, could be of extreme importance in any Inter Union News Exchange System that we set in future.

Finally the Arabvision Charter calls for :

"News materials exchanged with other regions of the world whether offered by Arabvision or received by it should reflect the necessity to acquaint the peoples of the world with one another and strengthen human ties amongst them".

EUROPEAN BROADCASTING UNION

THE NEWS EXCHANGE SCHEME OF THE EUROPEAN BROADCASTING UNION

(EUROVISION)

Since the other broadcasting Unions are all familiar with the Eurovision News Exchanges, the EBU does not consider it necessary here to dwell once again on the historical background and various stages in the development of these exchanges.

The present text, therefore, merely recalls the basic principles underlying the news exchanges, and their structure.

Basic Principles

Whether the TV news exchanges take place among the EBU members themselves or between the EBU and other broacasting Unions, they must still conform to a basic three-fold principle:

- freedom to offer
- freedom to accept or not to accept the contents of the offer
- freedom to use or not to use the televised material received.

To this three-fold principle should be added a fourth consideration, namely that broadcasters have the right to present and comment exchanged news material freely according to their own news policies

The EBU has always favoured reciprocity as a basis for news exchange between broadcasters, unlike the newsfilm agencies which, quite legitimately in view of their structures, offer their services on a commercial basis. In order to cover its running costs (terrestrial circuits, satellite links, permanent staff etc.) the EBU operates within European countries as a financial cooperative in which members' contributions are determined according to

a. their participation in each operation, and

b. the number of TV licences in the members' country or zone of operation, in order to ensure as far as possible the equality of all European viewers as regards their right to television news and cultural programmes.

News Sources

Eurovision news exchanges are made up of the following elements:

- news items produced by member organisations,
- news items produced by the news film agencies (Visnews, UPITN and CBS-News) to which EBU members are subscribers.
- news items offered by other broadcasting Unions in accordance with the reciprocity principle.

Policy in this area is clear: To maintain a wide variety of news sources in order to ensure the best possible balance of information.

An example in the United States: Coverage of North American news is provided by the major American networks (ABC, CBS, NBC) through the newsfilm agencies, but an attempt is also made to use additional sources such as PBS (Public Broadcasting Service), ITNA (Independent Television News Association), CNN (Cable News Network).

It is in this spirit that the EBU has sought to widen its ties at inter-Union level.

EBU Contribution to the Establishment of a Balanced Flow of Information

2/9/1965	Start of daily Eurovision/Intervision news exchanges
5/3/1971	Start of daily Eurovision/SIN/OTI (Servicio Iberoamericano de Noticias/Organización de Television Iberoamericana) news exchanges
1/1/1974	EBU/ASBU reciprocity agreement
12/12/1976	EBU/ABU reciprocity agreement
6/2/1977	Start of satellite EVN using the Atlantic and Indian Ocean satellites
Jan. 1981	EBU offer to conclude a reciprocity agreement with URTNA.

The satellite EVN is currently taken by 10 ASBU members and four ABU members (including, indirectly, NHK).

Conclusions

The EBU stands ready to lend its full support to all broadcasting Unions wishing to institute or further develop their own regional TV news exchanges. This assistance, given out of a spirit of co-operation and fellowship, in fact also serves to enrich the contents of the EBU's own exchanges through the invaluable contributions of other broadcasting Unions.

Such contributions are vital if the various European television services are to become acquainted with the different beliefs and shades of opinion prevailing in the world today and, as has been pointed out on more than one occasion by international organisations such as UNESCO, they constitute the most effective means of restoring a more balanced free flow of information in the world , and enable the developing countries in particular to make their voices more widely heard and their beliefs more generally understood.

OBSERVATIONS ON "COMMUNICATION TOMORROW"

Letter Addressed to Mr. AMADOU-MAHTAR M'BOW, Director General, UNESCO, with Comments on Part V of the Final Report of the International Commission for the Study of Communication Problems

> The English translation (from French) of this letter signed by the President of EBU, M.J. Autin, was introduced by EBU in Jakarta as an official conference paper. It served as a position paper of the European Broadcasting Union.

Dear Sir,

The European Broadcasting Union has been able to contribute, to a definite if limited extent, to the work of the International Commission for the Study of Communication Problems. First, by letter of 26 May 1979 it commented to the Commission Chairman Mr. Sean McBride on the Interim Report and, second, before the final phase of drafting the Report, the Executive Secretary of the Commission, Mr. Deleon, gave a talk to the EBU Legal Committee while last April Mr. Mc Bride himself participated in a session of our Union's Television Programme Committee.

However, I feel it is necessary for the EBU to summarize for your benefit its observations and thoughts on the only part of the Final Report it had been able to study at the time of writing, i.e. Part V, although the latter assumes the form of conclusions to this wide-ranging study.

Even a rapid reading of Part V convinces one that it is a remarkable piece of work, an impression strengthened by a first perusal of the four previous parts. By its scope, breadth of vision and concern to provide a coherent synthesis of situations varying widely in time, space and cultural or technical context, the Report brings out strongly the essential but still too little known fact that the future of our societies is largely dictated by the development and quality of communication activities, whether the more traditional and natural, or the more recent and sophisticated.

This very broad study of communication phenomena obviously involves - through the very method chosen - many unavoidable drawbacks which I shall not fail to stress from the viewpoint of the broadcasters. However, even if these drawbacks are important, being the regrettable consequences of the approach chosen by the Commission, they do not in any way detract from the magnitude of the design.

From the pragmatic, strictly professional angle of the EBU, it is also necessary to signal the positive and, I believe, often directly effective aspects of some conclusions in the Report with respect both to principles of action and institutions or technology.

Having regard to the principles borne out by more than 50 years' experience of broadcasting organisations and the people who work in them (journalists, creators, producers of radio and TV programmes) it was essential for the Report to stress, as it does in the introduction, that "Freedom of information - and, more specifically the right to seek, receive and impart information - is a fundamental human right: indeed, a pre-requisite for many others". Also, one can only applaud the further realistic observation that "the fullest possible exercise and potential (of communication) depend on the surrounding political, social and economic conditions".

The obvious corollary - the abolition of all kinds of censorship and arbitrary control over information - is quite rightly recalled, although the EBU feels that there would have been advantage in dwelling on its implications at greater length, by demonstrating the sterilizing effect, in all respects, of the practices condemned by the Commission. In the same context, however, the Report also rightly stresses the principle of free access to official or unofficial sources of information, and also the need to provide a wider audience with fuller information from the most diversified sources.

In the introduction the Report justly emphasizes the valuable diversity of the solutions adopted in the different countries, according to different models of social, economic and cultural life. The assertion that such diversity forbids the universal application of preconceived models is fully in line with the spirit of the EBU, and is also a guarantee of freedom in all its forms.

Freedom of information for every individual also militates, as the Report emphasizes, against the idea of turning some communication workers, journalists for example, into a privileged class enjoying a special status, even if it is true that their responsibilities are often very heavy; however, the granting of special guarantees will inevitably entail a policy of selectivity in the sphere of personnel and the assignment of special obligations which, finally, may impose dangerous limits on freedom of expression.

With regard to training and radio and television personnel (journalists, programme staff, clerical or technical staff) the Report rightly stresses the increased effort which should be vigorously pursued in this field, even though many member organisations of the EBU, for example, have long provided practical assistance on a large scale to the new radio and television services of Africa, Asia, and Latin America, a fact of which the Commission appears to be unaware. It involves either widespread opening up of professional training centres in Europe to young people from developing countries, or periods of on-the-job training, or, again, the setting up of special on-the-spot training centres, e.g. in Africa and Asia.

Further, one can only applaud the recommendations advocating a search for all possible remedies to the imbalance in the flow of information, for example, between the highly industrialized countries and the less industrialized, or between urban population zones and mainly rural regions. Optimum training for programme personnel and greater freedom to seek information and send it to foreign countries are admittedly remedies to this situation, but their effects, although definite, can only become fruitful gradually.

As Part V of the Final Report rightly emphasizes, more specific remedies may be found in a readjustment of telecommunication tariffs for transmissions in general and by satellite, which have brought about a considerable improvement in the distribution of radio and television news over the last two decades. In national as well as international telecommunications the aim should be to reduce tariffs in particular on news material intended for the mass media.

In recalling the prime importance of telecommunication satellites, and direct broadcast satellites in the near future, I would like to repeat, and stress again, the critical observations I have already made to Mr. MacBride on the Interim Report.

Like the latter, Part V of the Final Report, in failing to highlight sufficiently the all-important role played in the communication field by radio, television, international links between radio and television services, television news agencies and satellite communications, has committed itself to an analysis which in fact grants privileged status to the older forms of information (press, news agencies) whose activities chiefly centre on the print media. In the developing countries, where illiteracy is still rife, radio and even television play a far more important role than the press; even in the most advanced industrialized countries there is a very rapid development in the purveyance of information by radio and televsion, which is steadily improving if only by the constant advances in technical facilities. This is one disappointing aspect of Part V, since in Part II, "Communication Today", the authors provide a correct description of the broadcasting world in 1980 but they do not turn it to account in drafting the conclusions summarized in Part V.

The whole Report thus seems to me to be based on too narrow a perspective, which does not pay sufficient regard to present-day realities.

The EBU, for example, in extending its own daily news transmissions on a reciprocal basis to OIRT, the association of broadcasters in socialist countries, to the members of the Organisación de la Television Iberoamericana (OTI), to ASBU (those of the Arab countries), to the Asia-Pacific Broadcasting Union and to numerous countries of Africa, contributes much to the gradual establishment of a better balance of information between the different regions of the world. This would have deserved mention as an example of co-operation between the broadcasters of developed and developing countries without the slightest commercial ambition and on an equal footing. These exchanges are based on complete freedom for the individual broadcasters in offering and using the available news material.

It would have been worth mentioning the efforts of the entities responsible for managing communication satellites on the international level - such as Intelsat or Intersputnik, or on a rather smaller scale like the FCC in the United States, CEPT in Europe or KDD in Japan to improve technology and lower the cost of transporting programme-carrying signals, even if it may legitimately be thought that more could be done. Similarly, the international action of the television news agencies should have undergone fuller study.

Direct broadcasting by satellite is inadequately touched on, whereas it has already begun on an experimental basis in Japan and North America and will soon do so in Europe following the recent decision of the German and French governments. I am convinced that this marks the opening of a new era in communication which will provide the peoples of the world with a mass of information on current events, culture, etc. immeasurably greater than the present distribution of printed works or the signals from terrestrial transmitters.

To view direct broadcasting by satellite, as the Final Report appears to do, merely as a threat of increasingly intensive propaganda seems to me to reflect an exaggeratedly fearful approach to tomorrow's world of communication. Should it not be recalled that the Satellite Broadcasting Conference, Geneva 1977, gave equal treatment to countries, whether industrialized or not, old or new, in the assignment of frequencies and orbital positions? Further, a basic principle underlying the Geneva assignment plan of these facilities was in respect of a national service, though without ruling out the cooperation which might be deemed necessary.

This inadequate awareness of the world of electronic communication in the present and the near future in Part V of the Report was already pointed out in the EBU observations on the Interim Report. In my view it falsifies the basis for the conclusions by directing them towards criticism of an already fading past rather than towards a highlighting of present actuality and potential.

It has also led to assessments of radio and television institutions which reflect the critical commonplaces of the major daily press in the 60's rather than a view of the world of broadcasting and communication in the last years of the 20th century. Such, for example, are the criticisms of transnational enterprises, which are without real force for broadcasting, in that broadcast signals cross frontiers regardless of whether they are produced, as is frequently the case, by national public services or private undertakings.

The same can be said of the fundamental valuation underlying many remarks in Part V of the Report, which reflects the view that commercial radio and television are necessarily a bad thing. Those having the legal character of public services, however, are held to be better. This is too unsubtle a view, which may have been conceivable in the first half of 20th century when there was a violent clash between state and liberal views of institutions. At present, however, many public services are managed by private undertakings organized according to charters, operating regulations and licences, which often lend their activities a very close resemblance to actual public services. And in many countries the public undertakings have been compelled, to enable them to meet the financial demands arising from accelerated technological progress, soaring costs etc., to add commercial revenue to their public resources. For, whatever the provenance of their resources (licence fees, subsidies, advertising), and irrespective of their structure (public or private), what is essential are their public-service objectives and the duties of the mass media towards the public. I feel that in this respect Part II of the Report is far subtler and less open to criticism than the conclusions of Part V.

The legal framework and structures of the mass media can only be established in terms of the economic, cultural and social conditions of societies. However, these legal frameworks must always guarantee the autonomy and independence of the media. Such independence very largely conditions all the other freedoms in today's world.

Admittedly, it is desirable that those chiefly interests in the workings and actions of the mass media should be associated with the life of the media; but it is surely hard to advocate, as the Report does, a model of organic structure applicable to all the mass media of all countries, even if this type of organisational form (which is moreover described in very vague terms) may have shown itself to be effective in some special cases.

Part V of the Final Report correctly states that the rights of reply and rectification are accepted in many countries and that it is neither desirable nor realistic to propose international rules for this purpose. In the light of their experience in this field the member organisations of the EBU can only applaud this view. They are, however, surprised to note that in the same paragraph the Report recommends that the United Nations should consider the conditions for possible improvement of this right on the international level, bearing in mind the difficulties in operating the 1952 Convention on the right of rectification. In the EBU's view it does not seem possible to consider applying the 1952 Convention on the international right of rectification, even though the text of this Convention, which circumstances have compelled to remain a dead letter, could do with improvement.

However, these latter two observations, which emphasize how inappropriate (in the EBU's view) are the worldwide, all-embracing policies proposed for all the media, lead to a more fundamental criticism.

On the whole the Report gives the impression that the Commission has tended to adopt recommendations involving decisive action by world or regional international bodies on the structures of the information professions, the professional activity of journalists, and on the cultural and economic balance of information undertakings. This is a highly ambitious and very generous project implying total confidence in international institutions, whether worldwide or regional. Correspondingly, I feel it also bears witness to a pessimistic or even pejorative view of the capacities of national institutions to cope with their tasks unless they are guided, and on the capacity of professionals working in the media, such as broadcasting managers, journalists, authors, programme producers, etc. who are regarded as in need of being protected, regimented, assigned to certain tasks, etc. I also feel that it contradicts the principle of respect for national policies, cultures and identities wisely emphasized at the beginning of Part V and even more in Parts I, II and III.

Examples of this state of mind, which was common in the nations of Europe at the end of the 18th century, abound in Part V of the Report. I can quote only a few, but they will serve to stress that the EBU has a less apprehensive and more optimistic approach. If one considers the extraordinary growth in radio and television over the last few decades, the EBU's firm opinion is that it is necessary to have confidence in the men and women who, whatever their specialization and nationality, work in the broadcasting field. It believes there is no reason why the defects, real as they are, of present-day communication systems cannot be rectified by the efforts of everyone concerned, bearing in mind the many improvements made over a few decades.

In the case of the media themselves, reference was already made above to the vagueness and lack of realism of the recommendation proposing a very special organic structure for the entire world (see page 5, paragraph 3). Likewise, the introduction to the Report insists on the links between national communication policy and the social, cultural and economic development goals of the country concerned. Such an approach must not mean assigning to the media managers, journalists, etc. specific tasks or missions corresponding to the needs of national development as viewed at a given moment by the political authorities. The danger is clear-cut and serious, even though it is unnecessary to assign missionary tasks or objectives to journalists or programme makers in order to make them aware, in full freedom of judgement and expression, of the fundamental needs of the society in which they live and work. Moreover, the right of critiscism is a constructive factor in the progress of societies where it is freely exercised.

The need for special measures to codify protection for the professional freedom of journalists also seems highly questionable where it is desired to go beyond principles freely laid down by the profession itself or the journalists themselves and which reflect the professional conscience, in the widest sense, so often displayed both individually and collectively by those concerned.

In this context, the idea of codes of ethics on a regional basis, i.e. covering a continent, seems to me to ignore totally the essential diversity of nations and to involve serious, overt or latent risks of interference.

I feel that a similar state of mind is reflected in the idea of creating within the UNESCO framework an international centre for the study and planning of information and communication, to mobilize resources, ensure coordination among the parties concerned with the development of communication and attend to the transfer of technology in optimum conditons: only the world political bodies wielding political power would be capable of acting in this way to remedy the imbalances and defects of the communication systems which have come into being. It is, however, obvious that wide-ranging international cooperation has vigorously developed on the sole initiative of the professionals and their associations. The regional radio and television Unions, the European Broadcasting Union (EBU), the Union of National Radio and Television Organisations of Africa (URTNA), the Arab States Broadcasting Union (ASBU), the Asia-Pacific Broadcasting Union (ABU), the Organización de la Televisión Iberoamericana (OTI), the North American National Broadcasters Association (NANBA) and the Caribbean Broadcasting Union (CBU) are examples of the tremendous growth in cooperation of a purely professional nature and on a footing of total equality, based on the efforts of all concerned.

The Recommendations of the last World Conference of Broadcasting Unions, Tokyo, 27 Februar - 5 March 1980, show that on the majority of technical, legal and programme issues the Unions, whether representing broadcasters from industrialized or developing countries, have in nearly all cases proposed common policies or presented a united front. Annex 2 also demonstrates that this cooperation on concrete issues can assume worldwide scope.

Thanks to widespread cooperation, which is free from the dominance of any international authority of a political, economic or ideological character, television news and the major transmissions reach the four corners of the world at the lowest possible cost. Similarly the national and international legal frameworks are adapted by professional agreements to facilitate the growth of this huge network of exchanges, and professional training for the poorest countries has developed without the necessity to create worldwide superstructures which are costly and, by their very nature, divorced from professional reality. Part V is of a humanistic but somewhat authoritarian inspriation which recalls that of the great thinkers of the Age of Enlightenment, and appears to pass over in silence this tremendous effort which, through its origin and nature, cannot but respect the freedom of individuals, the autonomy of the professions concerned and the independence of nations. I feel the authors should have dwelt at much greater length on the achievements and potential of this worldwide undertaking in the field of international cooperation.

It is for all these reasons that the EBU cannot subscribe to the principles underlying the final section of Part V, "Issues requiring further study". This is the case in particular with respect to international legislation in the communication field, which legislation, according to the authors of the report, should be widened. The EBU is even less willing to subscribe to the reference in the same paragraph to an international code of ethics for the information professions, which would presuppose a worldwide code of ethics common to all countries.

The related idea of a world advertising code, which I assume would apply to all the media, seems to me equally unrealistic and dangerous, since it is impossible to know what influence or groupings will predominate at a particular moment in the framing of such an instrument; the latter would be designed to guide the communication professions towards a common standard inevitably conceived in the abstract, having regard to the wide diversity of societies to which it would be supposed to apply.

Equally dangerous and vague are the proposals which, by a parajudicial procedure, might in certain cases entail the detachment of professionals, particularly journalists, from their national context and their attachment to a sort of world authority which would inevitably reflect the shifting trends in major world politics.

Finally, the idea of creating a world fiscal system for use of the electromagnetic spectrum and the geostationary orbit seems to me to harbour many dangers at a time when the international organisations are far from having all demonstrated their effectiveness and the broadcasters of all countries see their finances lagging behind in the race to keep up with costs and technological developments, especially as such supranational tax institutions would inevitably pose, by centralization of financial - and thereafter political - power, the most serious threat to maintenance of the diversity of cultures, the independence of nations and the freedom of the individual.

I would like to end by saying that one of the great merits of the Report of the International Commission for the Study of Communication Problems has been to prompt the broadcasting professionals to reflect once again on their action in a world so rapidly changing. However, they have had the impression that their efforts at international cooperation are contributing in all fields to the search for a better balance of communication in the world. At the same time, they have again been struck by the fundamental need to safeguard the principle of freedom for all professionals to offer and accept the flow of information in its manifold forms, a principle which is at the very basis of all programme exchanges within the EBU and between the broadcasting Unions.

Further, they felt that, to remedy the serious defects, shortcomings and imbalances of communication in the world of today, certain international actions should be undertaken (see text appended hereto) which they consider of a priority nature.

Finally, I would express the hope that the observations contained in this letter may be considered as a contribution to the study of communication in the world today, and appended to the documentation accompanying the Final Report of the International Commission for the Study of Communication Problems.

Yours faithfully,

Signed: J. Autin, President

ANNEX - 1

PROGRAMME OF THE MOST URGENT ACTION FROM THE VIEWPOINT OF THE EBU

I. Professional training

(a) Development of professional training for journalists, programme-makers, engineers, administrators of the mass media

(b) At the elementary, middle and upper levels

(c) In the countries of the professionals concerned and through on-the-job training in the broadcasting organisations of foreign countries.

II. Aid in developing radio and television programme exchange

(a) In the news field

(b) In the field of programme exchanges: in particular, aid to centres and institutions devoted to programme exchanges.

III. In regard to telecommunications, wider international action for the reduction of telecommunication tariffs for news and programme exchanges in general.

IV. In the technical field

Aid in expanding efforts to standardize methods, techniques and equipment.

Aid through on-the-spot cooperation by engineers from the most advanced countries in the efforts of developing countries.

V. In the legal field

Aid through studies, symposia etc. by professional organisations for the simplification of procedures in the legal (copyright, neighbouring rights), customs and tax fields in order to foster programme exchanges on the world level.

Aid in efforts to combat piracy of audiovisual material (unlawful recording, copying and distribution of broadcast programmes, films, records).

A PLEA FOR REASONABLE TARIFFS

Implementation of Recommendation No 8 (Satellite Tariffs) of the Tokyo World Conference of Broadcasting Unions

1. Introduction

In unanimously adopting Recommendation No 8 (Satellite tariffs) the broadcasting Unions at the Tokyo Conference demonstrated their determination to undertake a co-ordinated action towards lowering satellite tariffs, whose high rates are a serious obstacle to the activities of broadcasters and a hindrance to the free circulation of information in the world. The purpose of this Recommendation, which is aimed essentially at the satellite tariffs of the Intelsat system, is to obtain a world-wide harmonization of tariff structures and rates applied, and to obtain preferential tariffs for satellite transmissions to and from the developing countries.

This recommendation was made by broadcasters at a moment when communication questions in general were being discussed in the international tribunes such as UNESCO, with results such as the publication of the Report of the MacBride Commission and the Recommendation concerning the MacBride Report adopted by consensus at the Belgrade General Conference. It might also be mentioned that a UNESCO Working Party (Group 77: The International Structure of Telecommunication Tariffs) had made a special study of the question of international satellite tariffs and submitted proposals to the Belgrade Conference which referred, precisely, to Recommendation 8 of the Tokyo Conference (see Item 5: preferential tariffs to and from the developing countries).

The conditions under which satellite tariffs are fixed by the administrations and telecommunication entitities vary greatly from one region of the world to another, and within the regions, from one country to another. But common factors exist on the basis of which a platform of coordinated action could be established, so that the Unions would be able to present the same arguments and the same requests in order to have common tariff structures and international basic rates adopted for each type of transmission necessary to the development of television programme exchanges.

2. Components of the occasional or basic tariff

To carry out the desired coordinated action with success, it is important in the first place to bring all efforts to bear on the basic tariff which applies to the occasional traffic and from which all the others are derived.

The basic tariff is that which is applied to the occasional transmission of average and long duration. It is generally structured in the following way:

(i) There are two elements:

(a) the first is a charge for the first ten minutes of transmission. This includes payment of costs incurred by the exchange of orders for the transmissions, and by the establishment and verification of the satellite television circuit. The full charge is levied no matter what the real duration of the transmission may be:

(b) the second element of the tariff is a charge per minute or fraction of minute of utilization after the initial ten-minute period.

(ii) The elements of this basic tariff are calculated from the following components:

(a) the fixed part billed by Intelsat for the utilization of the satellite itself (US$ 88.3 for the first ten minutes/US$ 8.83 per additional minute);

(b) the part payable to the administrations and telecommunication enterprises which are owners of the earth stations and which calculate their tariffs on the basis of costs incurred for:

- the use of the earth station
- sometimes a signal conversion charge
- the terrestrial circuits from the station to the injection point
- administrative expenses and
- in accordance with profit realized.

From a brief examination of tariffs applied in the various parts of the world, two conclusions can be drawn:

- With respect to (i), the charge for the initial period of 10 minutes corresponds on the average to 30 minutes transmission at the additional minute rate, which means that the administrations take, on the average, for the order, the establishment and verification of the circuit the value of at least 20 minutes of transmission at the price of the additional minute, since in any case the initial charge is imposed whatever the duration of the transmission. This also means that the price per minute of the initial charge is on the average 3 times higher than the price per additional minute.

- As regards (ii), since the portion paid to Intelsat is invariable, the price paid for the utilization of the earth stations is disproportionate in relation to that paid for the use of the satellite itself, even if the costs of the terrestrial circuits from the station to the injection point are added.

In view of the foregoing, it is proposed that for the occasional transmissions the general structure of the occasional tariff be maintained, i.e. initial charge for the first 10 minutes and a charge per additional minute, at a basic international rate applicable to both transmission and reception, and fixed subject to:

- an appreciable reduction in the ratio price per minute during the initial period/price per additional minute;
- a reasonable proportion between the price paid for the use of the satellite (the space sector) and for that of the earth stations (terrestrial sector). The latter are in general fitted with the equipment necessary for television transmissions and it is a question of finding a proper balance between the amortization of these installations, the costs of maintenance and operation on the one hand, and the major concern of broadcasters to give the best service to their national publics on the other.

3. International maximum basic rate proposed for the occasional tariff

For a definition of this maximum basic rate, the study of the development of the COMSAT tariffs in the United States is significant. It should be recalled that the American tariff consists of:

- the Intelsat portion (fixed)
- the COMSAT (manager of the earth stations) portion which includes in its tariff the fixed part it pays to Intelsat, the station operating costs (including the signals conversion) and its own profit
- the Carriers' portion who include in their tariffs the service provided by COMSAT, plus the costs of the earth circuits from the station to the injection point, the administrative costs and their own profits.

It should also be remembered that American tariffs are under the supervision of the FCC (Federal Communication Commission) as regards the COMSAT and Carriers' portion. In 1976, the FCC had imposed an authoritative reduction in tariffs because of the exorbitant profit made by COMSAT in the operation of the earth stations. This reduction was put into force on 1 September 1978 with retroactive effect to June 1976.

COMSAT has lowered its tariffs 3 times since 1 September 1978, going from US$ 275 for the first 10 minutes/US$ 10 per additional minute, to US$ 122.50/9.75, so that its profits do not exceed a level acceptable to the FCC.

The following table giving the breakdown of the COMSAT tariff shows that it is approaching its lowest possible limit as far as the initial charge for the first ten minutes is concerned and that the cost of the additional minutes could hardly go lower:

	Initial charge for the first 10 min.		Additional minute	
	1.09 78	1.01.81	1.09 78	1.01.81
COMSAT tariff	275 00	122.50	10.00	9.75
INTELSAT portion	88.30	88.30	8.83	8.83
Operating Costs and Profits	186 70	34.20	1.17	0.92

Account should of course be taken of the cost of the terrestrial connection from the station to the injection point and the special situation prevailing in certain countries. For these reasons, one could envisage fixing an amount equivalent to double the COMSAT tariff as a basic maximum, in order mainly to include in this maximum tariff the cost of connection to the earth station. The basic maximum rate would therefore be US $ 245 for the first 10 minutes and US-$ 19.50 for each extra minute, on the understanding that this basic rate should follow the downward spiral, however small, which the COMSAT tariffs will undergo in the future.

4. Proposals for the various tariffs issuing from the occasional tariff

Starting with this general approach to the problem, a diversification of tariffs in accordance with the services required should be sought, bearing in mind the fact that tariff reductions and diversifications bring in extra traffic. Each Union should find out for itself what the different types of transmissions are which best meet its needs and the types of tariffs which could apply to them. To this end, an analytical study of the traffic over a period of at least a year is necessary.

The various tariffs already experimented with are the following:

- contract booking type tariff for the transmission of a given event, forseeable in advance such as World Football Cups, Olympic Games or other events taking place over a certain period of time in places and at dates fixed in advance. Such transmissions take place (in Europe for instance) under a contract booking on the terms of which reductions of 10 % to 20 % are granted on the occasional tariff in accordance with the volume of traffic requested.

- block booking type tariffs for regular transmission whether

daily	(every day at fixed times)
weekly	(the same day of the week for a minimum duration of so many minutes)
monthly.	

An example of this type of tariff is the EVN-satellite tariff, initiated by the EBU for the transmissions of news via the Atlantic and Indian Ocean satellites to ASBU, ABU and certain EBU Members at a fixed daily rate calculated on average durations of 45' but not limitative (in this tariff, a minute of transmission come to US$ 16.66).

- off-peak tariff (experimented in the United States and Europe). This is a tariff with a linear structure designed for transmissions of short duration and used essentially for news transmissions. In this case, the initial charge for the first ten minutes equals ten minutes of utilization at the additional minute tariff. Here, therefore, is an initial charge appreciably reduced in comparison with that of the occasional tariff but a higher charge per minute which means it cannot be used for long transmissions.

5. Preferential tariff to and from the developing countries

This tariff, which all the Unions have judged necessary, could be based on the proposals (of paragraph 1) of UNESCO's Group 77. These proposals were drawn up on the basis of an EBU contribution to the work of this Group and were communicated to the UNESCO member states. Three types of services (both at reception and transmission) are advocated as a basis for this preferential tariff.

- the occasional service (with no traffic guarantee) at a maximum tariff of US$ 200/10

- the contractual service (contract booking) for special events as described under item 4, with a minimum guarantee of two hours of global traffic over a maximum period of three days, after which the contract should cover, in the following days, as long as the event lasts, all the transmissions (and receptions) of short duration in connection with the same event. A reduction of 20 % on the occasional tariff is proposed for this service

- regular daily transmissions of the block booking type. This service is indispensable to ensure the free flow of information in the developing countries and between the latter and the industrialized world. For this service, a tariff of linear structure is proposed, applying to both reception and transmission at fixed hours, i.e.

  - 5 minutes minimum transmission per day

  - 15 minutes minimum reception per day

  at a tariff of US$ 10 per minute.

Action Procedures

First of all, each Union should identify the authorities responsible for tariffs, either governments or PTT Administrations or bodies representing the Administrations in a given region. A collective action vis-a-vis these bodies is necessary but it should in all cases rest on individual action at national level. For such action to be effective, it must be coordinated within each Union. It is therefore suggested that each of them set up a very small group of experts to study all the related questions. EBU experience has shown that a group limited to 5 or 6 carefully chosen experts will work most effectively (the EBU Telecommunications Tariffs Exploratory Group consists of two programme experts, two technical experts, one legal and one financial expert).

Inter-Union Co-ordination

Such coordination, which should be permanent, is essential to attain the objectives fixed above. In a first stage, it could begin by an exchange of information in which the EBU would take the initiative by sending a detailed questionnaire to the various Unions with a precise deadline for the answers which should very quickly lead to a joint reflection by the experts of the various Unions, who would meet regularly in an inter-Union Telecommunications Tariffs Exploratory Group.

ANNEX - 1

Questionnaire Pertaining to the Above Position Paper of EBU on Satellite Tariffs and Submitted by EBU to the Delegates of the Workshop

1. What do you think of the logic underlying this document and do you believe the document will be useful as a basis four your negotiation?

2. With regard to item 3, "Maximum international basic rate proposed for the occasional tariff", what are your comments and in the economic context of your region, do you think that the maximum amounts proposed (US$ 245/19.50) are realistic?

3. Concerning item 4, what do you think would be negotiable positions in your region on the basis of the tariff arrangements already existing there?

4. Concerning item 5, what is your feeling about the UNESCO proposals? What are the national or regional effects of them at the present time?

5. On the basis of your answers to items 1, 2, 3 and 4, how do you envisage future action (cf. items 6 and 7 of our document)

   - within the framework of your Union?
   - at inter-Union level, a joint action for which EBU is prepared to consider positively any suggestion that will be presented to it?

NORTH AMERICAN NATIONAL BROADCASTERS' ASSOCIATION

CUSTOMS CLEARANCES OF NEWS GATHERING EQUIPMENT

Activities of NANBA for the Implementation of Recommendation 18 Passed by the Third Conference of Broadcasting Unions

The North American National Broadcasters Association (NANBA) was given the responsibility of implementing Recommendation 18 of the Third Conference of Broadcasting Unions held on 27 February to 5 March 1980.

After wide consultation with IATA, the Customs Union, airport and broadcasting authorities, the final stages of our work are nearing completion. In the context of these efforts the following is a letter which NANBA sent on 11 February, 1981, to IATA :

Dear Sirs,

Third Conference of Broadcasting Unions held in Tokyo last year sponsored a recommendation by the North American National Broadcasters Association (NANBA) that efforts be made to resolve continuing problems encountered by broadcasting personnel at national borders and other points of entry in the handling of their television and radio news equipment. Incidentally, this Tokyo Conference was a meeting of regional broadcasting Unions/associations representing all national broadcasters of the world.

The North American National Broadcasters Association assumed responsibility for action on this recommendation on a global basis and the CBC gave an undertaking to initiate enquiries with Customs and IATA for the purpose of achieving world-wide identification of priority news baggage and determine what could be done to ensure speedy and efficient handling of this equipment.

After discussing these points with representatives of IATA as well as various airline representatives responsable for baggage handling, appropriate guidelines have been drafted which are designed to inform and assist television media personnel travelling to assignments in other countries and taking equipment with them as 'baggage'.

These guidelines are contained in the attachment to this letter together with a specimen of the proposed identification symbol to facilitate recognition of electronic equipment now widely used by television media personnel on remote assignments.

These baggage handling guidelines basically reflect what is already contained in airline regulations. Nevertheless, we are submitting them for consideration of and approval by the Passenger and Baggage Processing Committee, since adoption and acceptance of these guidelines by other members of the Broadcasting Unions is more likely to be forthcoming with the endorsement of IATA.

It is proposed to incorporate the baggage handling guidelines with information about customs clearance formalities into a consolidated guide and a formal request will be going forward to the Customs Co-operation Council in Brussels from the Broadcasting Unions requesting concurrence and approval of those aspects relating to customs procedures.

Following this step, the Canadian Broadcasting Corporation, on behalf of NANBA and the other Unions, will publish a five-language brochure which will be distributed to all national network organisations around the world.

We look forward to your assistance.

Yours truly,

for the
North American National Broadcasters Association

Richard Nash (signed)
Customs and Traffic Officer
Canadian Broadcasting Corporation

GUIDELINES FOR TELEVISION MEDIA CREWS

TRAVELLING ABROAD WITH EQUIPMENT

A Proposal Made by NANBA

Introduction

The information contained in the attachment is primarily intended to assist television media (news gathering) personnel travelling by air to assignments in other countries and taking equipment with them as a personal baggage.

It is proposed to incorporate these 'baggage handling' guidelines with information about customs formalities into a guide to be distributed by members of the International Broadcasting Unions.

The type of equipment commonly used by television news gathering teams today is compact and major components are easily portable. Because electronic news gathering (ENG) equipment is highly vulnerable to damage, it is the recommended practice for television news crews to either hand-carry their equipment or have it placed in the cabin as 'seat loaded baggage' depending on the particular carrier and passenger's itinerary.

To facilitate the recognition of news gathering equipment by airline handling personnel and by customs officials, the International Broadcasting Unions propose to introduce an "ENG" symbol (specimen attached) for affixing to television news gathering equipment such as cameras, recorders and related equipment as well as the equipment case.

It is hoped that these guidelines together with the ENG symbol will contribute to the safe and expeditious handling of ENG equipment by all concerned.

If you plan to take television cameras and related equipment with you as personal baggage, you should be aware of the weight and size limitations and any other restrictions or special conditions which may preclude acceptance of equipment as "baggage".

General Information

Baggage handling systems and procedures vary considerably from airline to airline, airport to airport and indeed from one country to another so that it is not possible to recommend standard procedures that will ensure safe and expeditious handling of television equipment in all situations. However, some basic and common requirements should be followed by television media crews regardless of the carrier or location:

a) Always provide advance notice to airline personnel of the type, size and weight of equipment containers accompanying crews as personal baggage so that any special handling arrangements are identified prior to the crews' arrival at the check-in counter.

b) Establish a close working relationship with airline baggage services personnel at "home base".

c) At most major airports, a Special Services Counter is maintained to handle fragile, large or heavy items.

d) Check in at the airport at least one hour prior to flight departure if you have heavy or awkward size equipment cases accompanying you as excess baggage - if you don't allow sufficient time the carrier may be unable to load your equipment on the flight you are taking.

e) Ensure that all equipment cases are in good condition, particularly locks and handles.

f) Remove all non-essential labels and markings from equipment cases other than:

  - company logo, name and address
  - ENG symbol
  - "Fragile" label/stencil

g) Affix an identification label (supplied by airlines) showing passenger's name, permanent and destination address to every case and container to assist airline personnel in tracing lost or delayed articles.

Baggage Allowances

In some cases, baggage allowances are based on the number of pieces carried while in many countries the allowance is determined by weight.

Generally, the 'free baggage allowance' in North America and on many international flights is two pieces of 'checked' baggage plus one or more pieces of hand baggage.

Within Europe either the weight or piece free baggage allowance could apply. The European 'piece concept' allows only one piece of free checked baggage plus one piece of hand carried baggage.

The maximum dimensions for cabin baggage are 9" x 16" x 20 " so that cameras and other equipment carried on board aircraft must be within these dimensions in order for the articles to fit under the passenger's seat.

Excess Baggage Charges

Any personal baggage or equipment cases in excess of the free baggage allowance may be subject to excess baggage charges. Such charges are calculated either on a per piece basis or as a percentage of the passenger fare.

For example in North America, excess baggage charges vary from US$ 6.00 to US$ 10.00 per piece depending on the applicable one way fare. On international services, excess baggage charges vary from approximately US$ 25.00 to US$ 66.00 per piece depending on the applicable one way fare or they can be assessed at the rate of 1 % of the full adult fare per kilogram (2.2 lbs.).

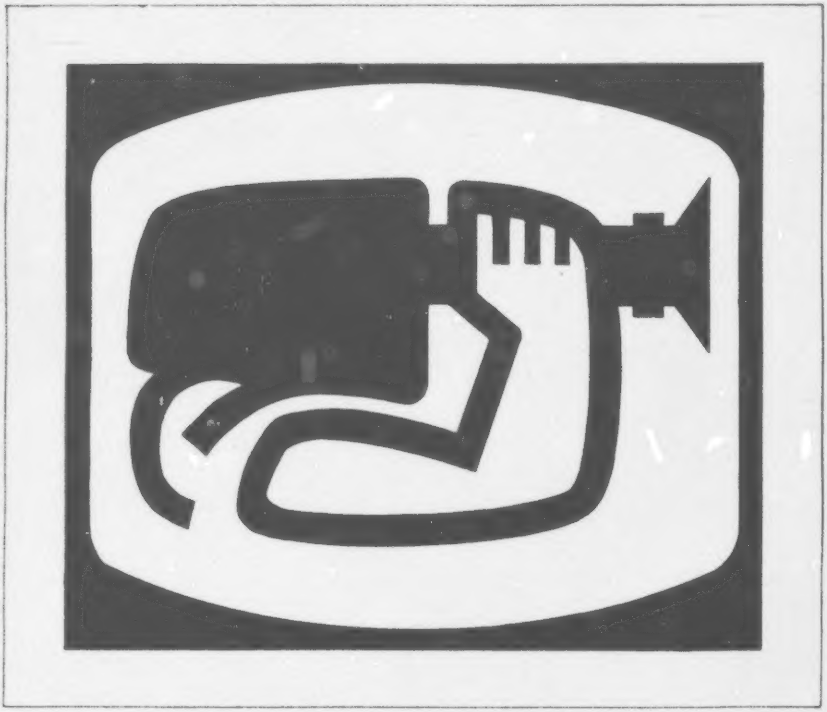
The main point is that excess baggage charges can be expensive and you will be required to pay them before departing. So check with the carrier in advance to determine baggage weight and size limitations as well as the excess baggage charges you may be faced with.

Under certain conditions, advance arrangements may be made with the carrier to take television equipment on board the aircraft utilizing vacant seats for the carriage of such articles upon payment of a 'discounted seat' charge. This will not only reduce the risk of damage to such equipment if it were otherwise loaded into the aircraft cargo compartment, but the 'seat loaded baggage charge' may be less than the regular excess baggage charges.

Airport Security

Magnetic recording tapes and undeveloped films carried as personal baggage by media may be seriously damaged if passed through airport scanning devices. As a precautionary measure, notify the Security Officer in advance and/or wrap magnetic tapes and films with the special material designed to shield them from X-ray radiation.

SAMPLE OF PROPOSED INTERNATIONAL IDENTIFICATION SYMBOL FOR TELEVISION NEWS GATHERING (ENG) EQUIPMENT TRAVELLING BY AIR.



INTERNATIONAL ORGANISATION OF RADIO AND TELEVISION

INTERVISION NEWS EXCHANGE

Present State and Future Development of the OIRT System

In January 1960 the International Radio and Television (OIRT) established a non-commercial system of exchanging television programmes, known as Intervision. Shortly afterwards the Intervision Programme and Technical Co-ordination Centres in Prague (Czechoslovakia) started its acitivity of regular programme exchange.

However, it was until May 1964 that possibilities arose for organising regular exchange of television news on the Intervision network, known as IVN (short for Intervision News).

IVN is a daily regular exchange of pictorial news material performed on the Intervision network. Recorded news items on film or tape or an injection from a live transmission are transmitted to interested services.

The purpose of the exchange is to supply topical and reliable information as quickly as possible, particularly from the Intervision countries. The variety of items and their attractive presentation are intended to enrich the contents of television newscasts.

Like the whole of programme exchange between the Intervision countries, the exchange of news has undergone, since 1964, a process of gradual and systematic development and extension.

How is the situation nowadays, at the beginning of the year 1981?

The news exchange is organised on a daily basis. There are eight permanent participants, i.e. television organisations of Bulgaria, Czechoslovakia, the German Democratic Republic, Hungary, Poland, Romania, Soviet Union and Cuba. Besides there is a possibility for Yugoslav Television, Australian Television and Finnish Television to take part in the daily IVN news exchange and from time to time they use the possibility. As for the Finnish Television it is expected that it can join the exchange from May 1981.

The number of items transmitted in the framework of IVN is about 5000 per year. About 15 items are transmitted per day (on working days and Saturdays) and about 5-6 on Sundays.

The average duration of an item is about one minute. More than 90 % of items are in colour. About 70 % of items are provided with original sound.

Responsibility for planning, organisation and co-ordination of the exchange bear the Intervision Programme Co-ordination Centre (PKCI) and the Intervision Technical Co-ordination Centre (TKCI) in Prague.

The procedure for preparing and carrying out daily exchanges is as follows:

By 10.15 GMT	- The individual organisations participating in the exchange should send to the Intervision Programme Co-ordination Centre a list of items offered for exchange. The offers should include a short but comprehensive description of each item. The offers should be sent preferably by telex.
By 11.00 GMT	- The PKCI sends by telex or other means of communication a list in the Russian language compiled of all received offers to the individual organisations participating in the exchange.
By 11.15 GMT	- The individual organisations inform PKCI about their interest in offered items.
13.50 - 14.20 GMT	- A programme conference takes place on the Intervision permanent conference circuit conducted by the PKCI news co-ordinator
14.20 - 14.50 GMT	-The transmission of news items offered and accepted takes place on the Intervision network, co-ordinated by the Technical Co-ordination Centre (TKCI)

An important part in the IVN exchange is played by the programme conference. It is performed on a permanent conference network which links all organisations participating in the exchange (the exchange departments of TV news office). In the course of conference which is led by the PKCI news co-ordinator, the individual organisations confirm and specify their offers or offer fresh items or cancel offers which are not available for the exchange in time. They also confirm the duration of items, the running order and the contents of the items. Then the individual organisations read the dopesheets and shot lists which are tape recorded by receiving organisations. The aim of the conference is also used for planning; in its course organisations make preliminary offers for the following days or make requests to other participants for material they would like to get from them. A preliminary review of expected events and offers in the week is made on Tuesdays from 13.35-13.50 GMT during the IVN conference.

There is also a monthly regular conference of TV-news chief editors performed also on permanent conference network. The conference is devoted to review of events expected in the current month and to other problems or information connected with the news exchange.

Among the main problems of the exchange belong still the topicality of news materials, the speed of availability for news exchange and technical as well as editorial quality.

A very important source of IVN are materials from permanent or special correspondents in developing countries. The quantity of such material does not exceed 5 % of the total exchange but it is often of a high standard. For example, these were materials from liberated Vietnam, Angola, Kambodia, Ethiopia, Mozambique, Afghanistan and other countries. Having not this supplementary source of information this material would often be inaccessible.

Other forms of exchange outside the framework of IVN, co-ordinated by Intervision in Prague are:

1. unilaterals - we state a considerable increase of amount of unilaterals transmissions. In 1980 we have co-ordinated about 2000 unilaterals.

2. excerpts from television news broadcasts - about 500 per year

3. exchange by air freight - is used with materials that are not particularly topical and are termed as timeless items - about 500 items are passed on this way per year.

The contents of IVN material is one of the most important problems of the exchange. Political items form the first category in IVN exchange. Most of these items show important political events, visits and conferences. Sport items take second place and present mainly sports events popular in Intervision countries. The number of items devoted to science, technology and economics as well as cultural life is in last years not sufficient. Natural disasters and catastrophes constitute only a small percentage of items as well as military items. The remaining items indicated as miscellaneous are difficult to classify under any other headings.

An important part in forming of the Intervision news exchange is devoted to TV news working group. The group consists of representatives of TV news bulletin staff of individual organisations. The group works under the leadership of its chairman and meets each year in different Intervision countries.

The working group analyses the course of exchange, investigates short-comings and approves measures to overcome them. The participants of the group endeavour at their own organisations to ensure the fulfilment of adopted decisions and recommendations and follow the course of day-to-day exchange.

It should be emphasized that the working group is also a forum for the exchange of experiences in the work of television news departments and the activity of the group has a stimulating effect in the sphere of television information.

All participants in Intervision news exchange are members of the international space communications system as Intersputnik. With the help of Intersputnik more and more TV programmes and news are transmitted every year. As for TV news exchange it should be mentioned that we use space communication regularly in our exchange with Cuba. (There is, however, a considerable increase of use of space communication among European services.) For example: UPITN package transmitted by Intelsat from London to Moscow is transmitted from Moscow by Intersputnik to other Intervision countries. We strongly believe that the space communication should and will be more used for the purpose of news exchange.

Since 1965 TV news exchange began between Intervision and Eurovision. Due to very long experience, the daily exchange runs very smoothly. We have a very efficient communication system and the exchange is organised on high professional basis. Both sides are helping each other with a great efficiency. The main problem discussed between Intervision and Eurovision is imbalance in the exchange. The situation is following: Intervision accepts only a small part of our offer: around 5 per cent. We understand that there are different criteria used in choice of material in Western and Eastern countries, but in our opinion there is enough space to improve the situation and reduce the imbalance.

For the next future we want, first of all, to improve the quality of our news exchange. We hope that we have reached sufficient quantity of exchange performed by permanent participants. We believe also, that we will use more space communication for news exchange with extended use of Intersputnik and Intelsat systems, mainly for countries of the Third World.

We are enlarging our exchange by introducing from January 1st, 1981, a second news exchange at 17.00 GMT.

We expect further participants in our exchange. In 1980 it was TV Cuba who has joined our regular exchange and this year we expect participation of Finnish Television. From January, 1st, 1981 Japanese commercial TV-Asahi has the rights to use Intervision news material on a basis of a contract. We notice interest in our exchange in some countries of the Third World.

Intervision is an open organisation working for the development of programme and news exchange among all countries and Unions of broadcasters.

UNION DES RADIODIFFUSIONS ET TELEVISIONS

NATIONALES D'AFRIQUE

A STUDY FOR TV NEWS EXCHANGES IN AFRICA

On the following pages URTNA presents the summary and findings of the "URTNA Study Mission 1979 for the Feasibility of TV News Exchanges in the URTNA Region". An international team of TV news experts visited major African countries and studied the existing situation with regard to technical facilities (news film production, terrestrial and satellite communications etc.), tariffs, training facilities, staff potentials and other relevant questions.

On the basis of these findings the team recommended to URTNA a number of concrete steps to be made and practical decisions to be taken with the aim of introducing TV news exchanges to the URTNA region within the next few years.

In Jakarta the URTNA delegation introduced the Report and its findings and recommendations as a Workshop document and informed the delegates of some progress made in the completion of the Panaftel system which shall form - besides satellite transmissions - a basic network for TV news exchanges in Africa. The URTNA Study Mission Report was further discussed in Jakarta with the aim of promoting a future system of TV news exchanges in the URTNA region.

1. INTRODUCTION

1.1 Following the resolutions of the II.International News Workshop in Cairo 1977 to counteract the imbalance of information flow now in disfavour of developing countries and,

Recognizing the UNESCO Declaration of Fundamental Principles concerning the Contribution of the Mass Media to Strengthening Peace and International Understanding, especially Article VI (establishment of a new equilibrium and greater reciprocity in the flow of information to and from developing countries and between them) dated November 22, 1978 (see Annex 1). the Union des Radiodiffusion et Television Nationales d'Afrique (URTNA) requested in a recommendation adopted by the 19th Ordinary Session of the General Assembly held in Dakar in February 1979 that:

- The Friedrich-Ebert-Stiftung of the Federal Republic of Germany should be asked to sponsor a Study Mission which should investigate the feasibility of promoting international and intra-regional TV news exchange throughout the URTNA Region in Africa.

1.2 The Mission commenced its duty on August 10, 1979 in Dakar and concluded its report on September 8, 1979 in Cairo. It consisted (in alphabetical order) of:

- MR. AHMED SAID AMIN, CAIRO
- MR. HORST BODE, KUALA LUMPUR
- MR. KASSAYE DEMENA, NAIROBI ... AND
- MR. JEAN-PIERRE WEINMANN, ZURICH

The Mission was given its scope by URTNA Secretary General M. Abdel Kader Marzouki, Dakar to visit a selected number of Television Organizations and Telecommunication Authorities in Africa in order:

- to formulate recommendations concerning the feasibility of television news exchange among URTNA members on one hand and with other Broadcasting Unions on the other.

The URTNA members visited were:

1. Senegal
2. Ivory Coast
3. Ghana
4. Togo
5. Nigeria
6. Zaire
7. Kenya
8. Ethiopia
9. Sudan
10. Egypt

1.3. The Mission wishes to thank all executives and leading personalities of Ministries of Information, Television stations and Telecommunication authorities visited (see Annex 2) for their ready cooperation and the information they provided to table this Report. It comprises the views expressed by them for the outlook on news exchange in the African Region and reflects the joint opinion of the four members in view of the Mission scope and mandate.

The Mission, however, wants to point out that the Report due to the short time provided for its preparation is not as fully documented and detailed as the members would have wished. It is their hope nevertheless that this Report would be a step forward on the road towards television news exchange throughout the URTNA Region in Africa in the years to come.

2. EXISTING SITUATION

2.1.1 In general the Mission found that in view of the tremendous task of developing their nations the African countries visited have assigned their Broadcasting Organizations, foremost radio but also television, a dominant role in forming and promoting national integration. All executives interviewed expressed the conviction that news and information play an important role in this context of nationbuilding.

Higher priorities than to news were - according to their statements - clearly given to education, however, both formal and non-formal, as was reflected by the TV Organizations programme schedules. News figured with about 17% of programme time while education programmes at least were twice as frequent on air.

Nevertheless, all TV executives expressed their whish, despite the pressing needs for other broadcasting categories, to welcome TV news exchange in some near future. All complained that they were short of news items from other African countries, far or near. But most of them were of the opinion that the approach to African news exchange should be made in a cautious manner and not hastened.

2.1.2 The Mission found that only between 4 and 18% of the population in the countries visited were actually reached by television. Most TV receiving sets were concentrated in the capitals and other urban regions. The rural areas everywhere were hardly exposed to TV due to the lack of electricity in villages and the high cost of TV receivers. That means, in short, that around 94% of the African populace is at present not reached by TV at all. The Mission received the impression that under these circumstances African countries could not envisage a dramatic effort in providing the manpower and technical facilities needed for the introduction of international and intra-regional news exchange. (see Annex 3).

2.2 The Mission found another serious handicap to an early start of TV news exchange in the Region: telecommunications in Africa are not yet fully developed. Some TV stations visited do not even have telex on theirown premises, leave alone at their news rooms. Telephone connections are also difficult. Under these circumstances it is hard to see how coordinated TV news exchange on an international level could take place. The all African micro-wave network (M/W) as envisaged by PANAFTEL (see Annex 3a) in the 1960ies is only progressing very slowly. This is not contradicted by the fact that Satellite earth stations are coming up now rapidly everywhere implementing the original concept of PANAFTEL which only foresaw a solely terrestrial M/W network in the beginning. But according to the findings of the Mission TV news exchange by M/W will not be feasible in Africa before 1981 on a scale comprising more than two or three neighbouring countries.

2.3 Most stations are, moreover, not yet adequately equipped with technical facilities nor trained manpower to run TV news exchange by electronic means as it is done in Europe, for example.With the exceptions of Sudan, Zaire and Senegal all stations lack necessary recording facilities. Smallgauge video recording equipment is only partly available and only Egypt, Senegal and Nigeria use actively Electronic News Gathering Equipment (ENG.). A standardization of studio equipment has not yet been reached throughout the Region.

2.4 Throughout the Continent two Colour-TV-Systems prevail: (see Annex 4) SECAM 55% (12 stations) and PAL 45% (11 stations). 10 countries have (according to URTNA files) black/white television and 11 are still without TV at all. Nevertheless, about 75% of all African TV stations are broadcasting colour. Most colour TV stations, however, are lacking transcoders PAL/SECAM; some have NTCS-transcoders to receive signals from US or Japan.

2.5 The most promising aspect of TV news exchange potential in Africa, however, is the growth-rate of Satellite earth stations. 22 INTELSAT earth stations in 20 countries are connected with the Atlantic Ocean Satellite, 10 with the Indian Ocean Satellite. Two countries - Algeria and Nigeria - have two satellite dishes, Kenya will join with a second satellite station (Atlantic) already 1980 (see Annex 5). Moreover, Nigeria, Algeria, Zaire and Sudan have acquired Domestic Satellite Systems by hiring transponders from INTELSAT (Atlantic Ocean Satellite) in order to satisfy the telecommunication needs in the vast inland territories of their countries, including television. All 24 "Standard A" satellite stations are equipped with transmitting facilities, could therefore be used in future TV news exchange, though some still lack transcoders and line converters. At the moment, however, the prevailing satellite tariffs for television are prohibitiv. The average tariff for a 10-minute-minimum booking runs around 1.750 US dollars, compared with 890 US dollars in Europe and 515 in the USA. Without a drastic reduction in satellite tariffs for regular TV news exchange no satellite-born URTNA-network is feasible at the moment.

Also the Domestic satellite systems in the Region are not suitable for TV news exchange although some - as in Nigeria and Zaire - have a potential to transmit news-items from remote inland areas back to the capital for eventual further re-distribution to neighbouring countries.

2.6.1 On the other hand, two important developments in TV satellite receptions have been noted by the Mission: All franco-phone TV stations in West Africa receive a daily satellite news package (14.00 GMT) from Paris (FR-3). Only Zaire has cancelled its reception recently. The French package contains on average about 10% newsfilm-items from Africa. (see Annex 6). The only African TV station that receives regularly the Eurovision satellite news transmissions (EVN-0 11.00 GMT and EVN-1 16.00 GMT) is Sudan, which is also an Associate member of the EBU. The Eurovision transmissions are beamed daily to the Atlantic and Indian Ocean Satellites for the Middle East and Asia.

2.6.2 URTNA-members, especially in West Africa, realize the evident shortage of news-items from their own continent, foremost "softer", non-political items in social, cultural and development fields. Therefore, they have through FR-3 arranged for an experiment to exchange more news from Africa by using directly the French Satellite news-package. A trial-period is to start in November 1979 with all users of the French package taking part in such a way that they send their major national news-items by air to Paris where these are, eventually, supposed to be included in the FR-3 satellite package.

2.7 Practically all URTNA-members visited are subscribers to VISNEWS, London. Newsfilms of this international agency are shipped to Africa regularly by commercial flights. This results obviously in long delays, counting from the time of film-shooting, of up to 5 days. One example: a political news-item from Zambia takes as much time to reach the Continent as material from Australia. (see Annex 7). Therefore, VISNEWS material (as also dpa/e-t-e-s) is mainly used, if any, in weekend news magazines.

2.8 With the exeption of Nigeria, transmitting the FR-3 satellite package by micro-wave to Benin (without using it at Lagos itself) the Mission did not encounter any notable news-exchange activity in the region.

Airport-facilities and surface transportation have so far been discouraging any possible effort of neighbouring countries to start the exchange of news among themselves.

Occasionally, there have been major news events (Cairo, Dakar, Lagos, Khartoum) which have been covered by URTNA-members and transmitted to others on the Continent and Europe by using satellites.

2.9.1 All URTNA-members visited stressed their urgent need for more training, basic and advanced, for their journalistic and technical staff. The Mission found that sometimes modern studio equipment and the skills of the staff, especially in maintenance, showed a striking contrast. Some news-rooms are severely understaffed. Others lacked editors with knowledge of a second foreign language, either English or French, necessary for international news exchange on the Continent and with other Broadcasting Unions. The Mission recognizes the tremendous requirements for broadcasting training, radio and television, in the Region, accross all ranks up to station management. Without a long-term training scheme, coordinated by URTNA itself, no organized and concerted TV news exchange in Africa can be envisaged for the immediate future.

2.9.2 There are, however, modest beginnings of training schools in the Region. A number of stations train their own technical staff while they draw their editorial manpower from their national universities. European countries like France, Great Britain and Germany, but also India provide scholarships for advanced training abroad. An excellent example of a regional training facility is the Kenya Institute of Mass Communication (KIMC) in Nairobi, which is turning out about 200 African trainees annually.

98 The Mission realizes that there are specific training needs if international news exchange should ever come off the ground in Africa. These are:

- News Editors/Reporters
- Camera Men (Film and ENG)
- Sound Recordists
- Film Montage Editors
- Electronic Editing Technicians
- Newsfilm/News Tape Librarians

3. FUTURE NEWS EXCHANGE POTENTIAL

3.1 In the light of its fact-finding assignment, the Mission now wishes to picture the basic requirements for Television news exchange in the intermediate future beginning after January 1981. The elements needed for a coordinated African TV news exchange system under the URTNA umbrella are the following:

1. Setting-up of News Exchange Coordination Centers
    - One for West Africa/Central Africa
    - One for East Africa/North Africa
2. Trained news exchange personell at each individual URTNA station taking part in the TV news exchange scheme.
3. Harmonization of hardware needed for electronic news exchange by dissemination of any relevant information on the part of URTNA.
4. Realization of a Micro-wave backbone in line with PANAFTEL planning.
    - One each in West Africa/Central Africa
    - One each in East Africa/North Africa
5. International agreements on the joint use of said M/W networks for regular TV news exchange across national borders.
6. Reduced Satellite tariffs for regular TV news exchange transmission down to a 10 minute-rate of US $ 400 as a maximum by agreement between URTNA and the Panafrican Telecommunications Union, Kinshasa.
7. General Agreement under the umbrella of O.A.U. to formally set up an URTNA Television News Exchange System, either in whole or as a Pilot-Model.
8. Agreements with other Broadcasting Unions and/or individual broadcasters about the exchange of TV news material.

3.2 Potential microwave links+) available in Africa for TV news exchange after January 1981 (see Annexes 3^A & 3^B):

+) It should be noted that the existence of an international M/W link does not mean that it is automatically available for URTNA.

Dakar - Nouakchott
Dakar - Banjul
Dakar - Bamako - Ouagadougou - Niamey
Abidjan - Monrovia - Freetown - Conakry
Abidjan - Ouagadougou (already completed but out of order).
Abidjan - Accra
Accra - Abidjan
Accra - Ouagadougou
Accra - Lome
Lagos - Cotonou
Lagos - N'Djamena - Yaounde - Libreville
Kinshasa - Brazzaville - Libreville
Kinshasa - Luanda
Kinshasa - Lumumbashi - Lusaka (Kinshasa - Lumumbashi already completed but partially out of order).
Nairobi - Mombasa - Dar-es-Salam (already completed).
Nairobi - Lusaka
Nairobi - Kampala - Kigali - Buiumbura
Nairobi - Mogadiscio
Nairobi - Addis Ababa
Addis Ababa - Nairobi
Addis Ababa - Gonder- Khartoum (new routing to be negotiated).
Khartoum - Addis Ababa
Khartoum - Port Soudan - Jidda
Khartoum - Wadi Halfa - Assouan - Cairo (Khartoum-Wadi not yet financed).

NOTE: In most countries the PANAFTEL microwave is being built according to the outlined project. The construction of the national networks is advanced and near completion in many areas; but what is still lacking are the connections across the boundaries. Once completed, there will be two microwave configurations:

- West and Central Africa
- East Africa

besides the already existing North African Network.

A backbone network from Lusaka to Addis Ababa via Tanzania and Kenya with two way TV capability is expected to be operational by 1981.

In West and Central Africa the general situation is less clear. Many microwave networks were orgininally designed and built without TV capacity with a low number of channels. Some plans are now revised and the capacity increased in order to meet TV requirements. By 1981 in the best case a few international connections will be established but far from all the way through from Dakar to Kinshasa. Microwave liaisons will be established between neighbouring countries like it already exists between Nigeria and Benin. However it is doubtful that microwave links will go over two or more boundaries due to the lack of remote controlled switching facilities ,at this stage of the planning (compare 4.1).

As far as the microwave link from Kinshasa to Lumumbashi is concerned and which theoretically links the East African backbone to the Central and West African system, this possibility must be disregarded for the time being. That route has 42 repeater stations in a very difficult topographic and climatic area and is interrupted at various locations due to maintenance and power supply problems. However, the route Kinshasa - Lumumbashi is already bridged by REZATELSAT; the domestic satellite network of Zaire.

3.3 Satellite earth stations available in Africa (Atlantic/Indian) after January 1981 (see annexes 3^C & 3^D).

The map and chart in Annexes 3^C and 3^D show the very fast growing number of satellite earth stations which make most countries widely independant from international microwave links. However, by 1981, only three countries are lined up to both Atlantic and Indian Oceans Satellites: Algeria, Kenya and Nigeria will be linked to both satellites by January 1980 .. Transmission between countries lined up to different satellites would have to transmit according to the double-hop-technique in one of the three countries above; provided the requirements for colour conversion, if needed, can be met. Those mere facts illustrate the complexity of pan-African TV transmissions by satellite which would also require outstarding communications facilities by telephone and telex during the planning and coordination stages. (See also 4.3.1).

4. FUTURE PATTERN OF URTNA NEWS EXCHANGE

Under the assumption that the conditions descriped in chapter 3 (future news exchange potential) are met until 1981 URTNA TV news exchange could commence:

4.1.1 By setting-up News Exchange Centers in West Africa (predominantly French-speaking), preferably in Dakar, for the coordination and dissemination of TV newsitems from West - and Central Africa by micro-wave (both ways):

a) Senegal, Gambia, Guinee, Sierra Leone, Liberia, Ivory Coast, Ghana
b) Togo, Benin, Nigeria
c) Accra, Togo, Upper Volta
d) Nigeria, Tschad, Niger and Nigeria, Cameroun, Central African Empire
e) Zaire, Congo, Gabon and Zaire, Angola

4.1.2 By setting up a News Exchange Center in East Africa (predominantly English-speaking), preferably in Nairobi for the coordination and dissemination of TV news-items from East Africa by micro-wave (both ways):

a) Kenya, Tanzania (Zanzibar)
b) Kenya, Uganda, Burundi, Rwanda
c) Kenya, Zambia
d) Kenya, Ethiopia, Sudan, Saudi Arabia (see Annex 3^B).

(The North African M/W backbone is not yet linked to other parts of Africa).

4.1.3 The majority of all other URTNA members could only exchange (according to the present telecommunication planning) either between themselves or with the two News Coordination Centers by using their Satellite+) Earth Stations (see Table A, B, C). The Nairobi Center (if so selected by URTNA) could by means of its two Satellite Earth Stations (Atlantic and Indian Ocean Dish, act as an ideal Transfer-Point to facilitate news exchange between:

+) The Mission was informed about plans for an African distribution satellite scheme - for further information refer to SWISS CONSULTING FIRM, WILFRED LAUFENBERG, CH-1233 BERNEX - GENEVA - TEL: 022/573361

a) countries with Atlantic Ocean Satellite stations.
b) countries with Indian Ocean Satellite stations.
c) among all URTNA satellite stations and ...
d) with other Broadcasting Unions.

(Examples of Exchange patterns via Satellite are shown in Tables A, B, C again also see Annex 3[D]).

4.1.4 An important element in any TV news exchange scheme in Africa is the fact that the Continent stretches over three different Time-Zones, i.e. 12.00 GMT in Dakar means 15.00 GMT in Somalia. News Exchange, therefore, has to be so early in the afternoon that URTNA members in the East could still process any material they have received via satellite from the West. News coverage by ENG-Units is thus highly recommended.

4.2.1 The News Exchange Centers: The core of any future URTNA news exchange System in Africa would be the News Exchange Centers (see 4.1.2). They would act as the news gathering and news dissemination points of the system.

a) in Dakar (if URTNA should decide so) for West and Central Africa and...
b) in Nairobi (if URTNA should decide so) for East and North Africa.

The West Center could be based at the Senegal TV Organization or at the URTNA Headquarters itself while the East Center could be located at the premises of Voice of Kenya or at the URTNA Programme Exchange Center.

No News Exchange Center shall have any editorial authority to interfere with the independent decisionmaking at the individual URTNA member stations in terms of accepting or offering any news-items flowing through the entire system. The Mission wants to stress the point that a News Exchange System, based on the principle of broadcaster-to-broadcaster exchange, works to the iron rules (like Eurovision or Intervision) that no member station of the System can be forced to offer or accept any material. Everybody is free to handle material received according to its own broadcasting rules and guidelines. It is a "closed tube"-system with no other outlet to the public except through the lawful broadcasters.

4.2.2 A News Coordinator is in charge of each News Exchange Center. He is responsible for the news flow inside his Region (West or East) and shall actually run the news exchange under abovementioned principles. He should be an experienced news man (or woman), highly trained in news exchange and be motivated to work hard for the success of the system. His main functions are:

- to gather advance information about news events and news film items about them which are available in his region. He should exchange this information with the member stations in his region, with the other Center of URTNA and with the neighbouring Broadcasting Unions (which in turn pass their own information on to him).
- To coordinate and supervise the actual news exchange taking place via micro-wave or satellites according to a pre-established plan. All information flowing between Center and members as between the two Centers is based on telex traffic.

  The news-items are, however, produced by the members of the System. They exercise full control over the shooting, editing and scripting of their material offered for exchange. To make news-material attractive for international or intra-regional exchange their producer should aim high in terms of journalistic and technical quality. Speed is the over-riding factor in news-exchange, same-day news coverage should be the general aim of any future system. Therefore, use of ENG-equipment is already wide-spread in other Broadcasting Unions.

  The costs of production of each news-item are borne by the originating stations, based on the principle of reciprocity. Therefore, no complicated accounting system is necessary.

4.3 The costs of an URTNA News Exchange System:

It is practically impossible for the Mission to give at this stage any halfway accurate estimate of the expected costs of a future news exchange system in Africa.

The critical parameters are still unknown, like:

- the number of participants in the system
- the actual tariffs for the use of micro-wave and/or satellites
- the frequency of regular news exchange or the number of news items actually exchanged.

However, the Mission wants to provide some realistic indication in what general range news-exchange costs could be expected; this Information is based on calculations officially conducted in 1978 by the Arab States Broadcasting Union (ASBU) for its impending Arabvision Scheme.

Here is a quotation from an ASBU Committee Report of Dec. 1977:

Estimation based on complete exploitation of the network according to proposed reduced tariff from ASBU:

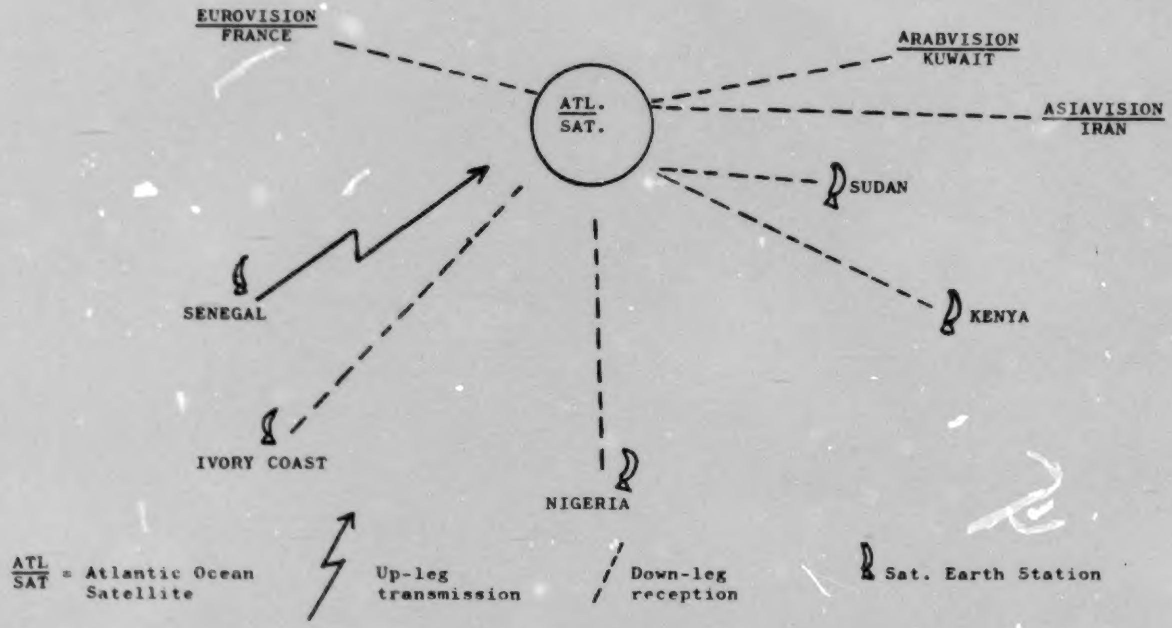
The Committee observed that TV Organizations requesting to participate in the comprehensive TV news exchange project shall shed the utmost effort, and at the highest governmental level, to reduce tariffs for up- and down-legs expenses at telecommunications Organizations, considering this to be a public service to citizens and has a long term national effect. The Committee strongly supports the report submitted by ASBU to ATU and to all TV Member Organizations to reduce tariffs of the utilization of satellites for Arab earth stations, to be one hundred and fifty dollars for the first ten minutes and ten dollars for every additional minute. If Telecommunications' Organizations accept this in relation to the news exchange project, then the annual up- and down-legs expenses for five organizations connected to the Indian Ocean Satellite and two organizations connected to the Atlantic Ocean Satellite will be about 707.600 dollars. This sum is equal to one quarter of the estimated sum under the existing tariffs.

Accordingly the total costs will be as follows:

SALARIES OF EMPLOYEES AT THE CENTRAL OFFICE		110.000
UP LEG AND DOWN LEG EXPENSES		707.200
EXPENSES OF CIRCUITS FOR THE SOUND CONFERENCES		21.000
TELEPHONE AND TELEX FOR THE OFFICE		20.000
TOTAL	US $	858.200

In addition to that twenty thousand dollars for the first year to purchase equipment for the

TABLE A


EUROVISION
FRANCE
ARABVISION
KUWAIT
ATL.
SAT.
ASIAVISION
IRAN
SUDAN
SENEGAL
KENYA
IVORY COAST
NIGERIA
ATL/SAT = Atlantic Ocean Satellite
Up-leg transmission
Down-leg reception
Sat. Earth Station

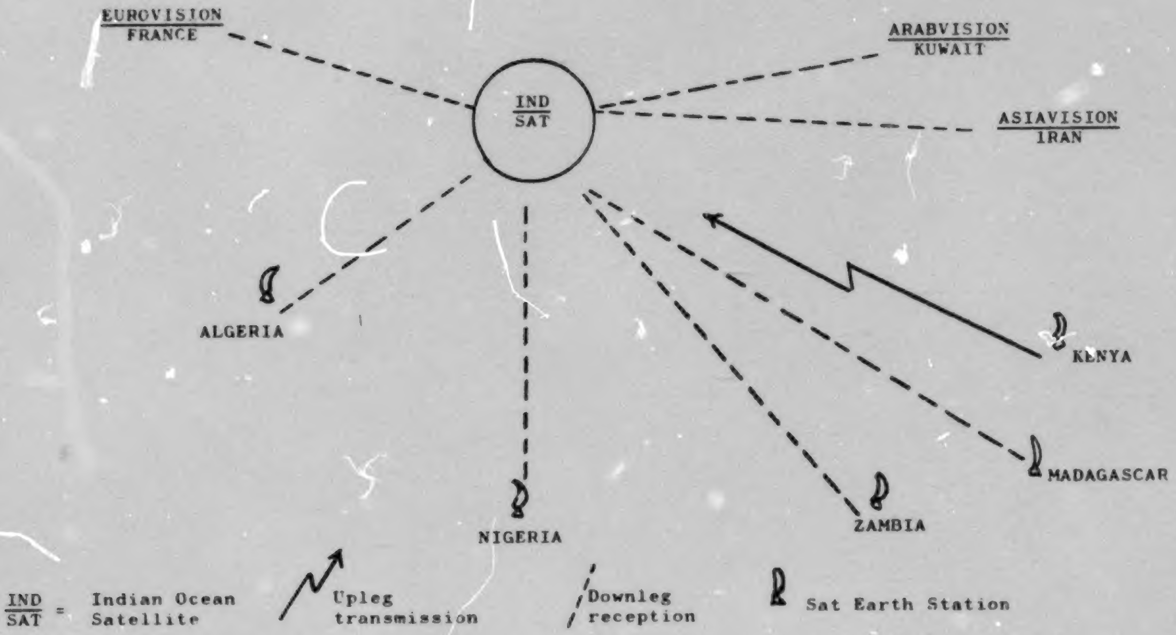
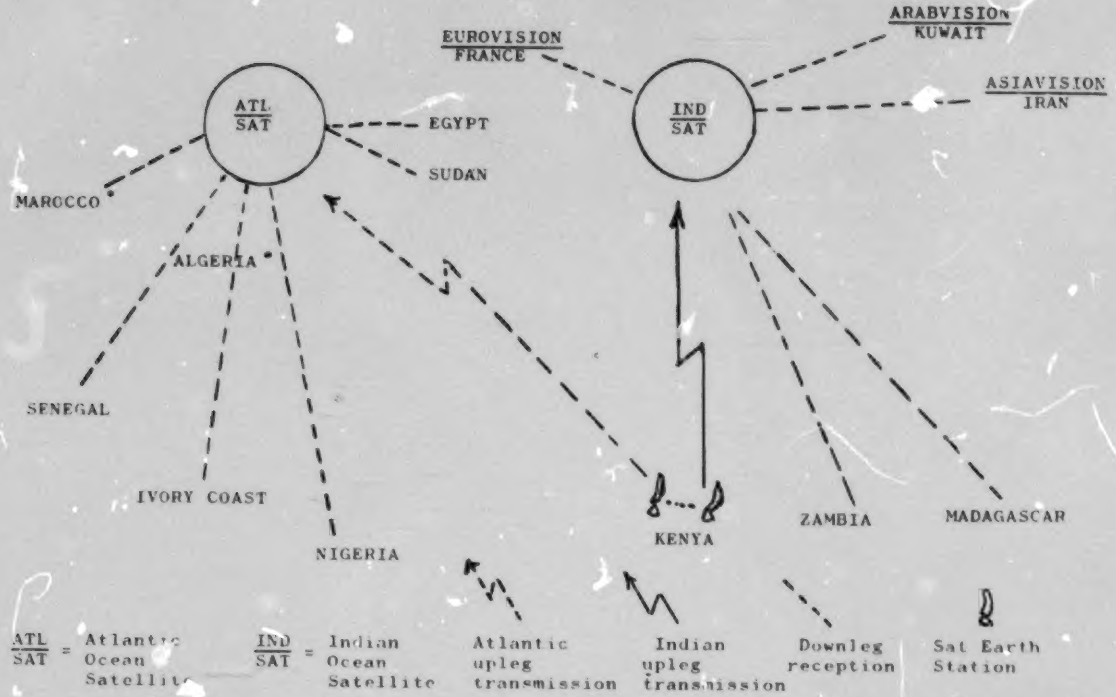

EUROVISION
FRANCE
IND
SAT
ARABVISION
KUWAIT
ASIAVISION
IRAN
ALGERIA
NIGERIA
KENYA
MADAGASCAR
ZAMBIA
IND
SAT
= Indian Ocean Satellite
Upleg transmission
Downleg reception
Sat Earth Station

TABLE C


EUROVISION
FRANCE
ARABVISION
KUWAIT
ASIAVISION
IRAN
ATL
SAT
IND
SAT
EGYPT
SUDAN
MAROCCO *
ALGERIA *
SENEGAL
IVORY COAST
NIGERIA
KENYA
ZAMBIA
MADAGASCAR
ATL
SAT
= Atlantic Ocean Satellite
IND
SAT
= Indian Ocean Satellite
Atlantic upleg transmission
Indian upleg transmission
Downleg reception
Sat Earth Station

* or received by M/W from EUROVISION

telephone conference, thus the total amount for the first year will be 878.200 dollars.

Estimation based on news which may probably be exchanged according to existing tariffs:

(N.B.: By this estimation the project will start)

A) The Committee observed that the complete exploitation of the network (7 packages from 7 origins daily) is not prohable or will rarely occur. It estimated that the average of origins will be three daily. (For example on a day Egypt, Jordan, Emirates, on another day, Kuwait, Iraq, Qatar, on a third day, Saudi Arabia, Egypt, Kuwait etc. ..). This does not mean that exchanged items will be three only from three origins but two or three news items may be exchanged, from each of the three origins as the paid booked period is ten minutes which is the minimum time and can hear more than one news item.

This will reduce the estimation included in paragraph A of this item.

B) It is probable that sometimes one of the satellites is utilized for recording in Kuwait if there are no news items from states connected to the other satellite. This also leads to the reduction of estimation.

C) It is also probable that the network shall be utilized on a certain day for very few items of hot news. This also means reduction of estimation.

D) The Committee also excluded down-leg costs during the final reception of the package from this estimation provided that each organization bears them. These costs are paid in local currency to the PTT of the same state. These connections constitute the major part of the total costs for connections.

According to these arguments the Committee estimated the total expenses to be as follows:

SALARIES OF EMPLOYEES AT THE CENTRAL OFFICE	110.000
UP LEG EXPENSES AND DOWN LEG EXPENSES (EXCLUDING THE FINAL DOWN LEG EXPENSES	973.440
EXPENSES OF CIRCUITS FOR THE SOUND CONFERENCES	21.000
TELEX AND TELEPHONE FOR THE OFFICE ...	20.000
TOTAL US $	1.124.440

Thus the share of each of the seven States amounts to 164.206 US $.

4.4 Exchange with other Broadcasting Unions

- Eurovision/Intervision
- ASBU
- ABU

4.4.1 As already stated in the Introduction to this Report the aim of any future URTNA news exchange system would be the correction of the imbalance in the flow of news and information between the nations of the developing and the industrialized world and to project a true image of the reality of Africa and its genuine traditional and modern values to the world outside its own Continent.

For this reason a close cooperation between URTNA and the other Broadcasting Unions in the field of international TV news exchange is strongly emphasized by the Mission. The URTNA News Exchange System would eventually enable Africa to fully participate in the international news flow provided by modern communication technology and to share its own material with the world as seen with the eyes of the people of Africa themselves.

At the same time URTNA and its members could by close cooperation strongly benefit from the experience of other Unions in this ever-expanding field of international news exchange. Training possibilities are only one, however, important aspect of such cooperation.

4.4.2 More immediately, URTNA's individual members could participate in the same-day news flow already available through other unions, like Eurovision/Intervision.

The European Broadcasting Union is (since February 1977) beaming its full world-wide material, as available in Europe, twice daily to the neighbouring Unions of ASBU (Middle East) and ABU (West and Southeast Asia).

These transmissions, simultaneously carried over the terrestrial Micro-wave Network in Europe and over two Satellite Dishes (Atlantic and Indian Ocean) in France to ASBU and ABU at 11.00 GMT (EVN-0) and 16.00 GMT (EVN-1) has a total duration of about 45 minutes. Both transmissions contain, on average, about 20 newsitems together from all over the world of same-day or overnight coverage (See Annex 8) and are available at a satellite fee of daily US $ 600 for each Union to be shared among all participating members.

4.4.3 The Mission wishes to recommend to URTNA that it should, if this Report should te adopted by its General Assembly, negotiate with EBU to join the present triangle arrangement with ASBU and ABU. It is the hope of the Mission that Eurovision would offer this satellite package free of charge to URTNA for some time to come in order to encourage the early efforts of Africa to join the world of TV news exchange.

4.4.4 Once such an agreement is signed by URTNA the following members of the African Union have for example, in the opinion of the Mission, the option to join the Eurovision satellite news package+) individually:

- Egypt
- Ghana
- Nigeria
- Zaire
- Angola
- Zambia
- Ethiopia
- Kenya

Each station will enjoy a free up-leg of the satellite while the down-leg charges could be a public service to be rendered by the national P.T.T. at nominal charges as already done in some countries

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+) Sudan already receives the Eurovision Satellite Packages daily; North Africa takes Eurovision by Micro-wave.

4.4.5 Exchange with Arabvision (ASBU):

Though Arabvision, the TV News Exchange Network of ASBU throughout the Middle East, has not yet commenced its operation, the Mission wishes to point out the possibilities of closer cooperation with ASBU:

- URTNA Satellite transfer-point (Nairobi) participates by regular down-leg operation with Arabvision via Kuwait (Indian Ocean Dish) or
- each interested URTNA-member with Satellite connections (either Atlantic or Indian Ocean dish) joins Arabvision by direct down-leg individually.
- URTNA arranges with Arabvision Center Kuwait regular exchange of information on contents of their news transmissions by telex.
- East Africa Center Nairobi connects with Saudi Arabia Micro wave backbone via Sudan across Red Sea to exchange with Arab Peninsula and Arab Gulf; Material thus obtained could be re-satellited for URTNA members through both earth stations in Kenya.
- ASBU Technical Center exchanges any relevant technical information with URTNA Technical Center Bamako in Mali.

4.4.6 Exchange with ABU:

The Asia-Pacific Broadcasting Union has not yet fully established its own TV news exchange also. Nevertheless, the URTNA Transfer-point Nairobi could share (after prior arrangement with ABU and Iran) any news transmission originating from the West Asia Center at Teheran. Again regular telex information flow must be established. ABU material could thus be redistributed by Nairobi over both satellite dishes to all participating URTNA members.

The Asia Pacific Institute for Broadcasting Development in Kuala Lumpur in Malaysia could be approached by URTNA asking it to provide its valuable experience for setting up one or several Broadcasting Training Centers in the URTNA Region. A.I.B.D. is the only intergovernmental broadcasting training institute in Asia. Similar assistance could be expected from the ASBU Training Center in Damascus, Syria.

4.4.7 Exchange with O.T.I. in Ibero-America:

Television News Exchange with Ibero-America is possible via the Atlantic Ocean Satellite. However, for practical reasons, URTNA is advised to join the present OTI - EBU News Exchange via Eurovision.

4.4.8 Preliminary bi-laterial news exchange between neighbouring URTNA countries, un-coordinated:

In view of the multitude of difficulties for a regular and coordinated TV news exchange in Africa for the time being the Mission, nevertheless, wants to encourage a preliminary bilaterial, but yet un-coordinated exchange of news-items between immediate neighbours,whether by road, air-shipment or micro-wave. Air-shipments of video-cassettes are only advisable where direct flight connections exist. Each station will be solely responsible for its material, everybody (see 4.2.1) is free to accept and free to offer any news item. Costs will be borne by the sender.

Such an exchange on a very limited scale will, hopefully, help the Region to acquire at least some experience in handling bi-lateral TV news exchange.

The Mission feels that the following URTNA members should be encouraged by their Union:

- Marocco, Algeria, Tunisia, Libya (micro-wave).
- Ghana, Togo, Ghana (micro-wave)
- Togo, Benin, Togo (road)
- Lagos, Benin, Lagos (micro-wave)
- Zaire, Congo, Zaire (off-air recording).

5. URTNA Training Centers

5.1. As mentioned in Chapter 2 the Mission soon realized the tremendous training needs in the broadcasting field throughout Africa. Concerning news exchange there is no practical knowledge found in any station except in Egypt, Sudan and the URTNA ASBU members along the North African micro-wave backbone, which is connected with Eurovision. Aside from local training schools the Mission noted, however, the work of the Kenya Institute for Mass Communication (K.I.M.C.) in Nairobi, that is also closely supported by the German Foundation Friedrich-Ebert-Stiftung. This modern Training Institute for journalistic and technical staff in radio and TV graduates annually around 200 trainees, 98% from Kenya.

The Institute should, in the opinion of the Mission, be earmarked by URTNA as an international place for TV news exchange training (see 2.9.2) URTNA might request the consent of the Government of Kenya, however, to broaden the present platform of the Institute and give it an inter-governmental basis similar to the lines of the successful Asia-Pacific Institute for Broadcasting Development in Malaysia. K.I.M.C. thus could, in the next years ahead, put out the first cadres for TV news exchange in East Africa. A rate of 15 to 20 trainees a year from all English speaking countries in Black Africa seems reasonable. URTNA is advised to approach possible sponsors in Europe and elsewhere to support the expanded activity of the Institute.

5.2 A second Training Center for the French speaking Region of Africa is recommended by the Mission for Senegal where the Television Organization has already gained experience in training broadcasting personell. Here again the same principle applies as under the aforementioned paragraph. URTNA again should ask foreign sponsors for assistance in terms of funds, lecturers and training equipment.

5.3 Individual stations, however, could assume a large part of the training load to be carried in future by the Union by accepting trainees from less experienced URTNA members for on-line training at their own installations. An encouraging Model for training in the Third World in the field of TV news exchange has been developed by ASBU in its Mashrek Center in Jordan. (see Annex 10). Also in this case, however, foreign sponsors should be approached by URTNA to provide aid in form of flight tickets, funds for hotel accomodation, training equipment and dispatch of short-term tutors, from Africa or abroad.

6. CONCLUSIONS AND RECOMMENDATIONS

6.1 The Mission draws the following conclusions from its one-month study of the existing situation in Africa in terms of the feasibility of Television news exchange in the Region:

1. It would be premature to embark on any specific News Exchange scheme now.
2. The Mission cannot recommend the start before 1981 and only after a second Study Mission has up-dated the present finding and noted considerable progress in terms of:
   a) vastly improved telecommunication facilities, especially by international micro-wave connections
   b) substantial reduction in present satellite tariffs granted by P.T.T.s for television transmissions
   c) harmonization of hardware news exchange potential among all URTNA members
   d) execution of a compound training scheme at all levels for modern news gathering and news production in terms of speed and quality.

6.2 The Mission, therefore, jointly submits the following recommendations for the consideration of the appropriate bodies of URTNA:

1. The Union should seek high-level contacts with the Panafrican Telecommunication Union (Kinshasa) and PANAFTEL to bring about a better coordination of Television requirements in the national and international planning of telecommunication facilities in Africa.
2. The Union should approach the Pan African Telecommunication Union as well as the national owners of satellite earth stations to agree on a substantial lower satellite tariff for regular Television news exchange transmissions. This tariff should not exceed the rate of US $ 20 per minute+) without a minimum-booking of ten minutes applied by the carriers.
3. The Union should request its Technical Center to assist harmonizing hardware equipment needed at the member stations for TV news exchange.

+) This is close to the present tariff applied to regular Eurovision Satellite Transmissions.

4. The Union should join the present triangle arrangement between EBU, ASBU and ABU about the Eurovision satellite news transmissions to the Middle East and Asia. As early as possible Africa should be included possibly free of charge in the Areas covered by the Eurovision Satellite Scheme.

5. The Union should approach broadcasting unions, broadcasters and international and national sponsor organizations to assist in promoting a compound Training Scheme for URTNA to create the necessary cadres needed for television news exchange in Africa in the years to come.

THE INTERNATIONAL FLOW OF INFORMATION: LEGAL ASPECTS

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This paper will provide a general account of international law as applied to communications and the international flow of information. Major recent trends will be mentioned in relation to the various branches of law applicable to communications and information. In a final part, the analysis concerns a specific case: the transborder flow of broadcast signals.

General Background

In the last few years, communications policy and regulation has emerged as a key issue in international relations and is expected to remain a dominant, politically charged issue area throughout the 1980's. The interpretation, application and development of international law therefore becomes increasingly important. This trend is also strengthened by the growing interlinkage between international and national policy formation and legislation.

The present image of law and regulation in the communications and information field is one of rapid change and considerable confusion. Neither national legislation nor international rules provide for a coherent body of law which may be defined as communications and information law. Such law as exists is pluralistic, unco-ordinated and often based on limited, functional objectives. Communications and information are the concern of various branches of law which are of varied origin and separate evolution, which draw upon different concepts and legal approaches and result in rules that are, to varying degrees, deficient and contradictory.

There are many reasons for this situation. In one perspective, it can be shown that legal concepts and principles in the communications field generally have been linked to a specific technolgoy or level of technology. Relevant legal rules are often inadequate when faced with a rapidly changing technology. The legal framework antedates the 'communications revolution'. Concepts and legal approaches that have been developed for one mode of communication - for example the press - are now stretched beyond their inherent capacity to cover new situations. The adaptation to changing circumstances is mainly patchwork. This piecemeal approach has resulted in the adoption of legal rules that cover limited almost arbitrarily selected basic aspects, that often are in the interest of particular institutions or social groups or represent hasty responses to technological and social pressures.

The lack of consistency and coherence in legal concepts and applicable provisions is also conditioned by another set of historical circumstances. Important branches of international 'communications law' such as telecommunications regulation and copyright, were first developed in the mid-1800's while others are based on more modern legal approaches. In the early areas of international functional law the original concepts and rules were formulated by a limited number of mainly European countries; more recent applicable branches of law such as space law have developed in a wider international context.

Moreover, the interpretation and development of international law in this field has to contend with widely differing national attitudes and policies. It is not only a matter of differences in terms of ideology and politics; the legal approaches to regulation, to procedures for the solution of conflicts etc. vary in the legal systems of the world.

Given these circumstances, it is not surprising that international law applicable to communications and information presents a number of special features which require attention for the understanding of present trends among these features figure the following:

(i) The nature of international rules governing communications and information varies considerably and ranges from overall, general standard-setting provisions such as those laid down in the major human rights instruments to the most painstakingly detailed technical regulation in such areas as telecommunications and copyright.

(ii) The function of the applicable legal regimes covers a wide range of objectives and concerns the promotion or regulation of different activities, processes products and interests. The differences in legal regimes result in rules that are not only unco-ordinated but often also contradictory. There is for example, an obvious tension between rules concerning the rights of individuals, the activities of media institutions and overall societal interests.

(iii) As could be expected, the interpretation of applicable provisions presents considerable difficulties. However, even more difficult is another related aspect: the different weight or importance given to different sets of rules in relation to one another. Which for example is the relative weight to be given to principles of free flow of information in relation to principles of intellectual property rights, or at a more general level to free flow of information in relation to the right of each country to decide its own communication system. Obviously, issues at this level are not only legal in character but will be decided in terms of political, economic and social objectives.

(iv) Finally, there is the matter of the application of currently valid provisions. The general issue of the application of international law is in itself a much debated question. However, contrary to a widespread opinion, states do in general adhere to the international obligations they have accepted. If they did not, this conference could probably not have taken place nor could you carry out news exchanges which depend on agreements concerning international telecommunications, mail, payments, customs etc. It should though be realized that in the field of communications, there are different levels of application in the sense that certain sets of rules are well observed while the adherence to certain other sets leaves much to be desired.

Sources of international law

There is one aspect of international law which seems confusing to the non-export. International legal rules and agreements are expressed in an almost bewildering diversity of texts with different status and validity: treaties, conventions, covenants, declarations, acts, protocols...

One of the most important distinctions to be made among international legal instruments concerns the differences between binding instruments and non-binding texts. A binding international instrument is one which is legally binding upon the states that have adhered to it. Such texts are generaly defined as treaties which are used by states that have adhered to it. Such texts are generally defined as treaties which are used by states as the major instrument to establish legally binding agreements, whether simple bilateral arrangements or complex multilateral expressions of international law. The fundamental principle of treaty law is that treaties are binding upon the parties to them and must be performed in good faith (pacta servanda sunt). The form of the instrument by which the common will of the parties is established is immaterial.

Among these binding instruments figure agreements of universal or quasi-universal adherence such as the constituent documents of modern international organisations to which virtually all countries belong, e.g. the Charter of the United Nations, the Constitution of UNESCO or the International Telecommunication Convention. Others are multilateral agreements laying down legal rules accepted by a majority or a large number of states e.g. the Outer Space Treaty of 1967. Others bind only a limited number of states, often at a regional level, such as the American and European conventions on human rights. The majority of treaties however, consist of bilateral agreements which may regulate relations at the highest political level as the Franco-German Treaty of Co-operation or minor matters such as the building of a customs shed.

In contrast to treaties, expressions of international agreement which are formulated in declarations, resolutions, recommendations or similar texts are not legally binding upon states. Yet, they do contain legal significance and have a legal function. They can have great power in terms of standard-setting and moral persuasion; one of the most famous examples is the Universal Declaration of Human Rights. Such instruments also play a crucial role in the interpretation and development of international law. New principles of international law are often first expressed in a non-binding text before becoming the subject of an international treaty.

Thus, if such declarations or resolutions are adopted in a body like the United Nations General Assembly by a majority of states they may contribute to or be evidence of the formation of international law. It has also been argued that, while the UN General Assembly resolutions do not have binding force, the principle of good faith would not permit a state to disregard a recommendation which it has formally approved by a positive vote.

Diversity of Legal Regimes

It is worth noting at this stage some practical implications of the diversity of legal regimes governing communications and information.

The diversity can be analysed from many angles: in this context it might be useful to use some practical examples.

a) Rules concerning the content of information often vary in relation to the mode of communication i.e. whether the information is transmitted on physical support or electronically. One example from the news field concerns the difference in rules applied to news items transported through customs on film or videotape and to news items transmitted via terrestrial or space facilities.

At the national level similar differences exist with regard to complaints, procedures or civil liability in the press and in broadcasting, for which often a special legal regime has been established.

b) At a more general level, there is a dichotomy between the principles of free flow of information and the protection of intellectual property rights, which in this context would refer mainly to copyright and neighbouring rights. This basic opposition has never been solved and has come to be expressed in the very complex and often dubious rules about access to information under the 'fair use' doctrine. The controversies about the access by radio and television to sporting events as expressed for example in the rules concerning news coverage on the Olympic Games or World Football Championships represent another aspect of the same problem. The differences in national legislation on 'freedom of information' referring to access to official documents has already resulted in the interesting situation that documents which might be secret in one country (say the UK) are publicly available in another (say Sweden or the USA).

A further aspect of the same problem has recently appeared in the field of informatics with regard to the protection of privacy. A number of countries particularly in Europe have introduced legislation protecting personal data used in automated data processing. In view of the difficulties experienced because of the differences in legislation, an international convention has been adopted under the auspieces of the Council of Europe. However, such important countries in this field as the USA has not adopted any similar legislation and many parties in the country are hostile to the European policy and regulation in this respect.

c) A third example refers to the inconsistant behaviour of states, which often makes them adopt different attitudes on the same question in different contexts. A striking example concerns the international regulation of satellite broadcasting which has been dealt with by the UN, the ITU and to some extent by WIPO and UNESCO. There are examples of countries that have taken a firm stand in the UN against legal principles which would imply prior agreements between states before the establishment of direct broadcast satellite systems for transmission to other countries. The same countries have taken an opposite stand in the ITU and insisted on rules which do imply prior agreement.

Major Legal Regimes Applicable to Communications and the Flow of Information

General Context

It should first of all be realized that the specific rules governing communications and information which will be mentioned in the following should be placed in the context of general international law. General principles of international law apply as much to international relations in the communications field as they do in other areas. Thus, general rules such as those laid down in the Charter of the United Nations and similar documents are applicable to communications issues.

Secondly, there are a number of international legal instruments governing a wide range of subject matters which include provisions concerning the role or conduct of communications and information for achieving stated objectives.

One set of such instruments may be exemplified by the international conventions on the elimination of racial discrimination and on the suppression of apartheid which include rules concerning the conduct of information and communication activities. In a similar fashion, instruments setting out objectives in such areas as social progress and economic development often include references to the contribution of communications for their realisation. In addition, a number of international agreements impose duties of reporting and information on states in such areas as meteorology (World Weather Watch), health (epidemic warning systems), statistics etc.

The legal regimes of particular importance for the general conduct of communications and information are set out in the following sections.

1. 'Information law'

In international law there is at present no generally recognised or agreed category under the heading of 'information law'. The expression is used to cover a variety of subject matters. Often it designates rules concerning freedom of information and media regulation but in other contexts the same expression refers to computerised information systems and transborder data flows.

In my work on elaborating a conceptual framework in this area I have used 'information law' as mainly associated with human rights. It thus concerns both freedom of information and the free flow of information. The distinction traditionally applied to these two concepts is to some extent arbitrary since they are often seen not only as overlapping but also as inseparable. It has, however, provided the basis for the division of work between the United Nations and UNESCO. The United Nations under the heading of 'freedom of information' has primarily dealt with the politico-juridical aspects while UNESCO's mandate has been seen in terms of practical arrangements to promote the flow of information.

In recent years, the distinction has to a certain degree been overtaken by events through the emergence of new concepts which attempt to provide a more comprehensive or unified approach. The classical concept of 'free flow of information' has been under attack as insufficient and as a cloak for perpetuating the inequalities in the international flow of information. Attempts have been made to replace it by such expressions as 'free and balanced flow of information' but this concept has in turn been attacked as self-contradictory. More important is the recent emergence of such concepts as the New International Information Order or as it has developed over the last few years, the New World Information and Communication Order. This concept has as yet not been included in any binding international instrument. On the contrary, as the debate at the 1980 UNESCO General Conference clearly proved, the majority of countries are in no way ready to formulate such a text. For the first time though, some of the elements which might be considered in this respect were set out in a resolution.

The rules providing for freedom of information were intended to have universal validity. To a large extent they were formulated with regard to the classical mass media, in particular the press. While most international instruments in this field refer to information, public opinion or similar general expressions there are some texts that deal with specific media and the related subject matter of the practice of journalism. Another related area concerns the protection of individual rights, in particular the protection of privacy.

Under the heading of information law would therefore be included the international legal provisions concerning:

(i) Freedom of information

(ii) Free flow of information

(iii) Media regulation

In recent years, international texts increasingly refer to the media of information, the mass media, or the mass communication media. A few international instruments concern specific media explicitly stated in the text. To this group belong such instruments as the International Convention concerning the Use of Broadcasting for Peace (1936) and the special rules concerning cinema and broadcasting included in the European Convention of Human Rights.

In contrast, media or services of communication figure prominently in the technical regulation of telecommunications and intellectual property rights.

(iv) Practice of journalism

Closely related to media regulation in international law are the provisions concerning media personnel, in particular journalists. The relevant texts deal with the status and protection of journalists and with codes of ethics. All of these matters are the subject of considerable controversy and no agreements have been concluded in this area.

(v) Protection of the individual: privacy and related matters

General provisions for the protection of the individual's right to privacy have been included in all the major human rights instruments. Since national rules differ widely on this subject both in terms of substance and in terms of legal procedure there are no specific international instruments, except in one field: the protection of personal information in relation to automated data systems which has been laid down in a European Convention adopted in 1980.

Related to the rules concerning privacy is the protection of secrecy of correspondence included in the International Telecommunication Convention (Art. 22).

(vi) New World Information and Communication Order.

As mentioned, the concept of a New International Information Order has not yet been formulated in a legal document. The present stage of discussion is reflected in:

- relevant resolutions of the UN General Assembly
- relevant texts adopted within the framework of UNESCO
- texts adopted by other organisations such as the conferences of non-aligned countries.

(vii) Other new concepts

The introduction of new communication technologies and services at an increasing rate and the changes in attitude towards the organisation and conduct of communication and information activities have added new dimensions to the 'information rights' in their classical formulation. Since the early 1970's work has been undertaken in various fora to formulate a more comprehensive and modern concept under the name of the right to communicate. This concept is still in a formative stage and has not been given a legal form.

2. Telecommunication law

Telecommunications law is one of the oldest branches of modern functional international law. Following a series of bilateral agreements among European governments, the first multilateral agreements were concluded in 1865 for the regulation of international telegraph transmissions. As new communication technologies and services developed, additions were made to the international regulations and to the administrative structure.

Today the International Telecommunication Convention covers all forms of telecommunications, including the technical aspects of space communications and data transmission; the International Telecommunication Union is within the UN system the responsible body for virtually all international regulation in this field.

The rule-making function of the ITU is carried by the Plenipotentiary Conference which is the supreme organ of the Union and by Administrative Conferences which are convened when the need arises to develop and revise the international administrative regulations: the Radio Regulations which govern the use of the radio frequency spectrum and the geo-stationary orbit and the Telegraph and Telephone Regulations which specify standards and procedures concerning the operation of the international telephone and telegraph networks. These administrative regulations once adopted are binding upon member states.

The establishment of technical standards is the responsibility of two permanent organs of the Union, the two Consultative Committees, one for Radio Communication (CCIR) and another for Telegraph and Telephone (CCITT). The decisions of the Committees are not binding upon member states; since the Committees operate on the basis of consensus the standards recommended generally gain widespread international acceptance.

A regulatory function is performed by the International Frequency Registration Board (FFRB) which was set up in 1947 in order to ensure the observance of the Radio Regulations.

One of the major trends in the work of the ITU has been a greater attention to the specific needs of the developing countries. The radio frequency spectrum and the geo-stationary satellite orbit have been declared natural resources which cannot belong to any country, which can only be used according to international agreement and which have to be shared equitably among all countries and services.

It should be noted that a few agreements related to telecommunications law have been concluded outside of the ITU. At the European level, the Council of Europe has sponsored an agreement prohibiting 'pirate broadcasting' and similar provisions have been proposed for inclusion in the new Law of the Sea convention.

3. Space law

Space law is that body of international legal norms that govern outer space activities. Space law is a recent addition to international law: it has developed since the beginning of the 1960's mainly under the auspices of the United Nations and its Committee of the Peaceful Uses of Outer Space. Following the adoption of the basic legal instrument in this field, the Outer Space Treaty of 1967, work has continued on agreements covering specific issues of which two fall in the communications field: legal principles for satellite broadcasting and legal principles for remote sensing of the earth via satellites.

Agreements on the technical regulation of satellite communication and other forms of space communications have been adopted within the context of the ITU. At the operational level, special agreements have been concluded for the establishment of such satellite communication organisations as Intelsat, Intersputnik and Inmarsat. These agreements often include important principles concerning the conduct of satellite communications and the relations between states in this respect.

In a more specialised field, a convention adopted in Brussels in 1973 prohibits the piracy of television signals transmitted via satellites.

4. Postal law

International postal law is another venerable branch of international law dating back to 1874 when the Universal Postal Union was founded. Through the Universal Postal Convention the member states which comprise most countries of the world form a single postal territory and guarantee freedom of transit for correspondence.

5. Intellectual property rights

References to the protection of intellectual property rights are included in all major human rights instruments. Specific legislation had developed in two branches:

- industrial property law which deals with the protection of inventions, trade-marks, industrial designs, etc.
- copyright which covers all forms of literary and artistic expression, products and performances and neighbouring rights which concern the protection of such groups as performing artists, record producers and broadcasting organisations.

The international system of protection of intellectual property rights presents a somewhat bewildering picture. The relevant international instruments provide varying degrees of protection and have attracted different but often overlapping constitutencies of adhering states.

International relations in the copyright field were in a state of crisis in the late 1960's: developing countries demanded provisions which took into account their specific needs through easier access to protected works. The two major copyright conventions, the Berne Convention and the Universal Copyright Convention were revised in 1971 but the concessions to the developing countries have been deemed to be too circumscribed and narrow.

Current work in this field carried out under the aegis of the World Intellectual Property Organisation (WIPO) and UNESCO concerns the new media and modern communications technology such as satellites, cable television, videogrammes, computers. Work is also proceeding on a possible international agreement on the protection of folklore and the preservation of moving images.

6. Trade and customs regulation

The international movement of information increasingly presents important trade and commercial aspects. Agreements on trade and economic relations can therefore be expected to play a growing role in the international regulation of information and communications. Attention should therefore be paid to such instruments as those related to the United Nations Conference on Trade and Development (UNCTAD) and the General Agreement on Trade and Tariffs (GATT). A similar trend can be seen in the context of the European Economic Communities (EEC). Recent EEC activities have concerned such issues as freedom of trade in cultural goods, freedom of movement and establishment for cultural workers, the possible harmonisation of copyright legislation and rules concerning subsidies to the cinema industry.

Information material fixed on physical support moving across frontiers becomes subject to customs rules and agreements. In recent years, multi-lateral customs agreements have been concluded within the framework of the Customs Co-operation Council (CCC) established 1950 in Brussels. General customs agreements are supplemented by special agreements covering specific kinds of informational and cultural materials: examples are the Beirut and Florence agreements and other instruments designed to promote an easier flow of information.

7. Culture and education

Culture and education are closely related to communications and information: agreements in one area will often include provisions applicable to the others. International law specifically dealing with cultural and educational matters is based on the general provisions included in the human rights instruments. These standard-setting provisions have been supplemented by some specific instruments but most international texts in this area are of a non-binding character.

Transborder Flow of Broadcast Signals

The transborder flow of broadcast signals is a good case to show up the complexity of current issues and also the present confusion as to the exact legal situation. Most of the legal regimes mentioned above might to a larger or lesser degree come into play. However, both the interpretation of applicable rules and their application might vary with circumstances and we are still faced with a number of unresolved issues. A further complicating factor is that not only international law is applicable but also national legal norms which may vary considerably from country to country.

In this context only some basic indications of the issues and rules involved can be given.

It should be noted that legal definitions of the term 'broadcasting' vary. According to the international definitions used in the ITU regulations, 'broadcasting' refers to over-the-air transmissions while in many national legislations the term 'broadcasting' has been given a wider definition so as to include wire transmission and cable television.

However, with regard to over-the-air broadcasting, all countries have accepted an international obligation to conduct broadcasting in conformity with the international technical regulations adopted by the ITU, in particular the agreements on frequency allocations, frequency plans, technical criteria and procedures of notification. In all countries, therefore, broadcasting stations are licenced by the central governments.

It is also important to distinguish between different cases of transborder crossing of broadcast signals

- transmissions which unintentionally reach into other countries and which often are described as technically unavoidable spill-over
- international transmissions undertaken by authorized national and international organisations
- international unauthorised broadcasts, often defined as pirate broadcasting

- unauthorised use of broadcast signals from one country to another so-called piracy

The intentional unauthorised, pirate broadcasts are clearly prohibited both according to the ITU regulations and to such specific provisions as those laid down in the European Agreement against pirate broadcasting. The other cases pose a number of problems.

1. Terrestrial transmission

   a. Over-the-air transmissions

   Traditional, over-the-air broadcasting should thus be undertaken in conformity with the technical regulations and agreements adopted within the context of the ITU. In general, these rules are followed but the pressure in certain frequency bands, mainly the HF bands has become such that the present situation has been described as chaotic.

   Unintentional spill-over is generally accepted even though many radio stations operate beyond the technical criteria laid down in the Radio Regulations. Intentional international broadcast transmissions are foreseen and regulated in the ITU rules, and should therefore not present any problems. However, a large part of the international regulation in this field was adopted at an earlier stage of broadcast technology; thus the ITU has taken the initiative for a series of administrative radio conferences in the 1970's and 1980's which represent efforts to adjust the rules to present-day reality in terms both of technical conditions and of the varying needs of countries.

   b. Transborder flow of television signals via cable systems.

   In certain parts of the world the case of transborder television flows via cable systems causes a series of problems. With the introduction of central antenna and later cable television systems it became an accepted practice that these systems transmitted those television signals which normally could be received in the area where they were located, whether these signals were national or foreign. A new situation arose when signals were also transported for injection into cable systems far from the original reception zone. In Canada where the large-scale importation of US television signals via cable has for a number of years been of great concern to the authorities, attempts have been made to solve these problems through an overall public policy and a series of specific rules concerning the operation of cable systems. In Europe the situation is even less clear. In some countries (i.e. the Nordic countries) it is public policy to encourage transborder flow of television programmes, a policy which is opposed by copyright owners and other holders of rights etc. In other countries the situation has developed to a point where the legal situation and the factual situation are in conflict. Telecommunication policy and broadcasting law, principles of free flow if information, copyright legislation, trade angulation and contractual arrangements may all come into play in defence of specific and often opposing interests. At present, legal solutions seem mainly to be sought on an ad hoc or case basis without any overall approach.

2. Satellite transmissions

a. Fixed satellite transmissions

For years, transmissions via fixed satellite systems did not present any particular problems. The use of relatively large earth stations ensured full control over the transmissions which thus were made with the agreement of all parties concerned. In case of unauthorised use of television signals, recourse could be had to ITU rules and also to the Brussels Convention against piracy of signals.

Recently, the situation has again changed. With technological advances both in satellite and earth station design it has become possible to pick up television signals through much smaller and cheaper installations. At present, this kind of 'piracy' has become widespread in Canada where individuals pick up signals which are transmitted over American satellites between mainland USA and Alaska. It is typical of the unclear situation conditoned by a series of opposing and unclear legal principles that the Canadian government has not taken a definite position and is studying the problem.

b. Direct broadcasting via satellite

In principle, direct broadcasting via satellites is regulated by the frequency allocations and other rules adopted by the ITU and by the plan for the use of the 12 GHZ band adopted by the 1977 World Administrative Radio Conference. Stringent technical rules have been adopted for the national coverage on which the plan is based. Unavoidable spill-over is admitted within detailed technical parameters. For countries with large landmass or which are separated from others through water or other uninhabited areas these rules do not pose any problem. In a region like Europe with a large number of countries within a small area the problems are of a different kind. It seems unlikely that the problems which include spill-over of content which would not be in conformity with the national legislation in other countries can be solved through the application of either technical regulation or other legal rules. The impression is that these questions will have to be solved through high-level government negotiations between the countries concerned.

ELECTRONIC NEWS GATHERING

Some Comments and Observations by NANBA Member, NICHOLAS ARCHER, Vice-President, ABC News

For what is perhaps the most infantile segment of an industry still in its infancy, electronic news gathering (ENG) has made giant strides in its short but exciting seven years. The camera and field recording equipment have grown smaller, but the pictures look better. Color resolution has improved. Lensmakers have come up with built-in extenders, macro-focus and other innovations which have made the ENG cameraman's job easier. But more importantly, those innovations have made his pictures better. In one very important aspect, ENG camerawork is still the same as film camerawork. The end result is as good as the cameraman himself. A talented newsfilm cameraman will make excellent electronic shots. Only the tools have changed. The challenge is the same and a talented cameraman will meet it.

Field videocassette recorders have shrunk and been lightened. The mobility of the camera and tape-technician/audioman team is increased. Videocassette recorders have always, however, featured two channels of audio, which allow the technician to record audio from two sources - one backup and one primary. Or, in foreign language situations, one channel gets the speaker in his own language and the other gets the translator in the language of the network's audience. This technique has worked wonders for ABC News covering speeches by Fidel Castro in Cuba. The charisma of this controversial Third-World leader comes through in the Spanish, which is then dropped to background level so the viewer can hear the English translation. In the days of newsfilm, with only one audio channel, it couldn't be done.

In the area of editing, technical strides also have been long ones, but in a different sense. The basic edit package used by ABC and most American networks has not significantly shrunk in size or weight, mainly because we have added small useful items to the equipment. In December 1974, on ABC News' first ENG trip to a foreign land, the travelling edit package consisted of two 3/4 inch videocassette machines, a rather primitive editing device (the old Sony RM-400), two unnecessarily large monitors, a mixer and a time base corrector. Today, the machines have been improved but are still generally the same size. The editing device is far more sophisticated, with joysticks, timers, frame counters and several speeds forward and back. The monitors have shrunk to nice convenient eight-inch tubes, and we could go to five inches if we wanted to insure eyestrain. The mixer is essentially the same. It's an important part of the package because it perimts optimum use of both channels of audio. The time base corrector has been improved. Some models have shrunk. Others have better, upgraded electronics inside. To the "edit pack" we've added a waveform monitor to check video levels and help spot other video problems, a vectorscope to make sure the colors are what they should be, a small inexpensive graphic equalizer to accentuate or roll off certain audio frequencies, and a tiny bar and character generator which puts an identified test signal on the line or satellite. Auxiliary equipment in non-travelling editing rooms includes turn-tables for music transfers, audio-tape cassette decks for transferring material from that popular source, and auxiliary high-fidelity speakers which make the editing room a veritable theatre of videotape.

Computerized editing has entered the news field on documentary programs where longer production leadtimes permit. One-inch helicalscan tape machines can be virtually played like so many pianos, after material originally shot on 3/4 inch cassettes has been transferred, or "bumped up" to one inch. Special effects generators, which compress pictures, move them around, flip them over and literally make them dance are now a very important part of documentary "post-production". The temptation to overuse these new electronic toys must be resisted.

But back to the remote editing room, the as-small-and-light-as-possible "edit pack" far away from network headquarters. What do you do with the material, once it's edited? It has to be transmitted, or "fed" as we say via land telephone lines, microwave, satellite — or a combination of those — to the network headquarters in New York. In the United States, landline feeds (actually a combination of land telephone lines and ground microwave circuits) are very expensive. At one time not too long ago, we really needed a strong news story to "switch" to the West Coast. It cost US$ 2.200 for one hour of time from Los Angeles to New York. Even if you only had a three-minute piece to feed, you would have to buy an hour under the American Telephone & Telegraph Company's tariff.

But then came the one technological breakthrough that — along with the hand-held electronic camera — revolutionized television news: the satellite. International satellite transmissions pioneered the marriage between satellites and television news. As technology improved and satellite launchings became more frequent, the "domestic bird" came on the television market. Providing coast-to-coast transmission at a fraction of landline costs, domestic satellites permit networks and even local stations to send crews all over the United States, far away from home base, and get transmissions back at a nominal cost. Help from the local phone company is needed, for a "loop" or transmission device which will carry audio and video to a telephone company central office, thence by telephone lines or private microwave sources to the nearest earth station. The process is reversed on the down-link end. Hundreds, sometimes thousands, of dollars are saved. And U.S. television viewers get better news coverage.

For non-edited material — "live" pickups — the electronic minicam is a tool which can work miracles. Because that camera can be attached to a portable microwave system, newsmen can go almost anywhere in their market and transmit a live picture back to a local station, and then that picture is fed via microwave, landline and/or satellite back to New York. The next phase of development in live transmission is a portable satellite earth station. There are a few of them in the U.S. now, mounted on semi-trailers, expensive to rent and truck. But they were the only way, for example, that U.S. television viewers were able to see pictures of President Carter travelling down the Snake River in Idaho in 1978.

When technology improves and earth stations become more easily transportable — to the point, say, of folding up into a suitcase — it will then be possible for a live picture to be transmitted from anywhere on earth, to anywhere on earth.

UPITN SATELLITE OPERATIONS

UPITN began the frequent occasional distribution of "news packages" by satellite as long ago as 1974 with feeds out of London to Latin America.

The first regular daily transmissions began in April 1977 from New York to Japan, using the Westar and the Intelsat Pacific Ocean satellite. Later that year, the transatlantic feeds became daily.

This year another daily feed started on the Atlantic satellite, intended initially for East European broadcasters.

All three feeds are now multi-destinational: the Pacific feed has six direct downlegs; the Atlantic feeds are taken by fourteen broadcasters so far in eleven countries of Europe and North and South America.

In fact, there is now virtually no part of the world in which stations could not take a suitable transmission at a convenient time.

In Asia, satellite transmissions are supplemented by a videocassette recording service, using air-freight for same-day use by the recipients.

The basic intention of agency use of satellite is rapid delivery. The traditional air-freight services is too slow to meet the requirements of the news editors of today.

Thanks to a realistic approach by some telecommunications authorities to contract-pricing, the cost of such multi-destinational transmissions is reduced to the point where most broadcasters find them economically acceptable.

The content of each feed derives from UPITN's own resources and from those of its associates. Each is edited bearing in mind the common interests of the recipients who are likely to be regionally grouped. The ten-minute format enables a wide selection to be carried within the traditional minimum satellite booking.

However, special interest items are also carried in extensions to the ten minutes on a unilateral basis, or with a reduced number of participants sharing.

The delivery of special material from correspondents is also expedited by using unilateral segments preceding or following the news package.

In the special area of Europe, which is fairly well served by Eurovision-Intervision exchanges, the UPITN package provides for the speedy distribution of the full agency report, not all of which gets through the Eurovision selection process and some of which is in any case not available in time for the early EVN-Zero.

It is partly a happy coincidence that the development of satellite delivery systems is occuring at the same time as the accelerating decline in the use of film. The absence of film coverage makes electronic delivery almost indispensable. Without some use of satellite and regional recording and distribution, even videocassette services would be relegated to archive status.

The use of occasional satellite feeds from agencies is also growing for special stories. Two recent examples of lengthy feeds under the agency aegis have been the siege of the Iranian Embassy in London and the release of the American hostages from Iran. The agency is perhaps uniquely adapted to coordinate the transmission of such events at short notice for a considerable number of broadcasters simultaneously when a close relationship already exists.

In the future, it seems inevitable that satellite activity will increase, filling in gaps which remain and meeting additional deadlines.

VISNEWS SATELLITE OPERATIONS

Viesnews began using satellites for the movement of news material as soon as it became technically and operationally possible, back in 1965 when Early Bird was launched.

But, although satellites came to be more frequently used for the occasional collection and distribution of news - the concept of daily delivery by regular transmission at fixed times to groups of subscribers took time to reach fruition. It was in 1975 that Visnews pioneered this new form of satellite use, in co-operation with subscriber broadcasters in Australia. A daily transmission from the Visnews headquarters in London was begun and continues to this day. Broadcasters in Japan, the People's Republic of China, Singapore, Thailand and Hongkong now also share in direct reception of this transmission, and a number of other broadcasters in Asia - including TVRI - receive it indirectly from the satellite via onward distribution by cassette. New Zealand, by reason of its geographical position, receives the service via a second transmission from Sydney, which also permits the addition of Australian news items.

A number of the same broadcasters also participate in a supplementary daily transmission from New York, inaugurated in 1979, which allows for the most immediate reception of news from the American continent in the Asia-Pacific area.

In 1976, a daily satellite transmission to Middle Eastern broadcasters was begun, combining major international news stories with those of special interest to broadcasters in that region; in 1978 a transmission to North and South America, and in 1980 one to Southern Africa. In addition to these daily services, Visnews also provides occasional transmissions, from any major satellite injection point in the world, to meet the requirements of groups of broadcasters, or individual stations.

Our pioneering work in the field of compact daily fixed-time transmissions of regionally-selected news, and the growth that has taken place since 1965, have enabled us to play a part in the pressure for lower satellite tariffs for television news transmission. There is much still to be done in this field, as there is in the extension of daily transmissions to those areas of the world which are not yet able - for financial or operational reasons - to take advantage of them. We look forward to continuing to share in those developments.

INTERSPUTNIK INTERNATIONAL SPACE COMMUNICATION SYSTEM

Intersputnik, an international space communication system has been set up to offer services in telephony, telegraphy, facsimile, digital data transmission, television and radio broadcasts.

The system comprises:

- a space complex which is the property of the "Intersputnik" international organisation or is rented by it from its member countries;
- ground-based stations which are the property of the countries that built them.

At present "Intersputnik" is using rented communication links which utilize the MOLNIYA communication satellites launched by the Soviet Union in a highly elliptical orbit.

The satellites carry two general-purpose retransmitting channels, one for TV-vision and sound, and the other for telephony and other information.

The system is operating seven ground-based stations, five of which are located within Europe (the German Democratic Republic, Bulgaria, Poland, USSR and Czechoslovakia), one in Asia (Mongolia) and one in America (Cuba). A number of stations are nearing completion in several other countries.

The expansion plans for the "Intersputnik" system envisage a further increase in information transmitting capacity and coverage areas through the use of improved ground-based equipment and novel types of communication satellites.

In the next few years Intersputnik plans to place two multichannel communication satellites in a 24-hour (synchronous) orbit so that they will appear stationary over the Western and the Eastern hemisphere and will give global coverage.

Technical Data of a Channel used in INTERSPUTNIK Satellite Repeater

receive range, GHz	6
Transmit range, GHz	4
Bandwidth, MHz	40
Transmitter power output, W	15
Receiving antenna gain, dB	22
Transmitting antenna gain, dB	22
Receiver noise temperature, °k	3000
Group delay response, ns	20
Power flux density produced by repeater at ground surface	in accordance with CCIR recommendations

In their desire to promote and expand cultural and other international relations in all fields through the use of communications, radio and televison services via communicaton satellites, Bulgaria, Hungary, German Democratic Republic, the Republic of Cuba, Mongolia, Poland, Rumania, the Soviet Union and Czechoslovakia have founded Intersputnik.

On November 15, 1971, their representatives signed an Agreement on the establishment of an International Space Communication System and Organisation - Intersputnik. The Agreement went into force when it was ratified on July 12, 1972.

Intersputnik bases its activities on respect for the sovereignity and independence of all countries, equality, non-interference in internal affairs, mutual assistance and mutual benefit. Membership in Intersputnik is open to any nation which recognizes the objectives and principles underlying Intersputnik's activity and undertakes to honour the obligations stemming from the Agreement.

Intersputnik coordinates its operations with the International Telecommunications Union and cooperates with other international bodies whose activity is related to the use of communication satellites, in purely technical matters and in matters involving international regulations.

Intersputnik is governed by a Council on which each member country has one representative. Each Council member has one vote. The Council seeks to make decisions unanimously. Within the terms of reference defined by the Agreement, the Council examines matters of general policy and aspects basic to Intersputnik's activity, including plan for the creation, development and operation of the communication system, rules on specifications for ground stations and clears them for connection into the system, allocates frequency channels and the use of the space complex, fixes unit rates for transmission, elects the Director General, establishes the structure and staff of the Board of Directors, and also handles other matters covered by the Agreement.

The Council's decisions are implemented through the Board of Directors, a permanent administrative body which has its headquarters in Moscow, USSR.

Technically, the system structure is a perfect match to the democratic spirit of the Agreement on INTERSPUTNIK and is based on the equal use of communication-satellite links by all ground stations included in the system. The system maintains 24-hour services between ground stations on a multi-availability basis, with provisions for a flexible reallocation of the number of channels between the stations according to their needs. Telephone channels use frequency modulation and frequency multiplex, and each channel operates on a separate carrier so that it may have an optimum range of telephone equipment tailored to the required number of channels.

Intersputnik has its technical facilities and communication links available to other users for television and telephone services at the tariffs in force.

1. Space complex	
vision channel	40.0 franc (gold)/min
sound channel	
up to 6 kHZ	0.40 franc (gold)/min
up to 10 kHZ	0.60 franc (gold)/min
2. Ground station:	
vision channel	990 francs (gold) per 10 min and 28.2 francs (gold) for every minute over
sound channel	
up to 6 kHz	0.40 franc (gold)/min
up to 10 kHz	0.60 franc (gold)/min
Telephone channel	
half of the space	
complex	15.000 francs (gold)/month
ground station	30.000 francs (gold)/year

RECOMMENDATIONS OF THE
THIRD INTERNATIONAL BROADCAST NEWS WORKSHOP
HELD IN JAKARTA ON 23 - 25 FEBRUARY 1981

The Third International Broadcast News Workshop was held in Jakarta from 23 to 25 February 1981. As background to its deliberations, the Workshop considered, first of all, recent developments stemming mainly from the conclusions and recommendations of the McBride Commission, the General UNESCO Conference held in Belgrade in October 1980 and the Conferences of the Non-Aligned Countries. It also considered legislations, international instruments and conventions governing activities in the field of information and the use of adequate technical means for the dissemination of information.

On the basis of the studies of these issues, the Workshop, aware that due to rapid technological developments there was a need for a whole series of legal measures, regulations and conventions, decided to work within the framework of a joint approach recognising:

the current imbalance of flow of information in the world and that this imbalance would have to be corrected:

- at national level,
- at regional level, and
- at world level between different regions of the world.

In order to reach these objectives, it was essential to prevent any type of supernational monopoly in the field of information and to set up necessary national, regional and inter-regional structures which would recognize and observe the fundamental principles of free access to reciprocal information.

In an attempt to find in practial terms the ways and means to achieve objectives thus defined, the Third Jakarta Workshop, noting the progress achieved since the Second Cairo Workshop (in 1977) and on the basis of the recommendations of the Third Conference of Broadcasting Unions (Tokyo, February 1980), focussed its activities on the study of the current situation prevailing within each Union, and between Unions, the existing cooperation with newsfilm agencies and the developments in the possible use of world-wide and domestic satellite systems including the Indonesian Palapa satellite system. On this basis, the Workshop considered specific action to be undertaken with a view to

- obtaining a general reduction and harmonisation of satellite tariffs (INTELSAT system);
- defining adequate procedures for the optimum use of satellite broadcasting; and
- improving the conditions for vocational training,

as the premise for all efforts to eliminate the imbalance of flow of information in the world.

The Third International Broadcast News Workshop, upon completion of its work,

1. Re-confirmed that television news exchanges between broadcasters should play a prime role in re-dressing the imbalance of the flow of information and underlined the need to set up or develop further exchanges on a reciprocal basis, respecting the freedom of each partner, be it
   - within a region or a Union, and
   - at inter-regional or inter-Union level.

2. Noted with satisfaction

   (1) the development of exchanges between OIRT/SIN/OTI and the EBU which, moreover, provide news material at the disposal of ASBU and ABU;

   (2) the ASBU plans to introduce inter-Arab news exchange among its members;

   (3) that a preliminary feasibility study for the establishment of news exchange in the URTNA region has been carried out and urges that a final study, as promised in the Report of the URTNA Study Mission of 1979, be carried out without delay;
   and

   (4) the careful study made on the first stage of an inter-Asia/Pacific exchange which will initially benefit five countries whose television services are members of the ABU, that is: Indonesia, Malaysia, the Philippines, Singapore and Thailand.

2.1 Took note that this first stage requires the use of PALAPA as a regional satellite and deplored the current difficulty of achieving a regional television news exchange because of the limitations on usage stipulated by Article 14 of the INTELSAT Agreement.

2.2 Noted with concern that INTELSAT considerations tend to overlook the possibility that future developments in satellite traffic as well as increased inter-Asian exchanges between numerous countries most of which are developing countries, could only benefit INTELSAT.

The Workshop recommends that:

all broadcasting Unions represented at the Jakarta Workshop take all necessary steps to establish contact with the INTELSAT Board of Governors in order to remove the restrictions of use provided for in Article 14 of the INTELSAT Agreement, with a view to allow the transmission of television news exchange by PALAPA for the benefit of the five countries concerned; this transmission to be considered as a "specilised telecommunication service", and not a transmission set up on a commercial basis.

3. In the field of cooperation between broadcasters and newsfilm agencies, the Workshop recognizing the important role currently played by the agencies for the supply and dissemination of television news;

3.1 recommends that newsfilm agencies continue to meet the requirements of their subscribers, be it in the nature of their services (own coverages, diversified items, facts of the Third World and development efforts, etc.) and to supply television material with international sound for national editing, whenever possible.

3.2 recommends that the Round Table Conference to be convened in accordance with Recommendation 11 of the Third Conference of Broadcasting Unions study improved coordination in the use of telecommuniation satellite for inter-continental routing of television news items and future efforts to promote cooperation between newsfilm agencies and broadcasters.

4. With regard to the satellite tariffs, after examination of the EBU studies and the UNESCO recommendations in this field, the Workshop urges all Unions represented and their members to undertake, at national and regional levels, every action to obtain a reduction and harmonisation of satellite tariffs, the objective being:

4.1 occasional transmission: US$ 200/15

4.2 contract booking: a reduction of the occasional tariff of 10 to 20 % according to the volume of transmissions for given pre-scheduled events, e.g. the World Football Cup, Olympic Games, etc.

4.3 block bookings (regular transmissions at fixed times):

4.3.1 daily:
reduction of 50 % on the occasional tariffs (100/10 US$)

4.3.2 weekly:
reduction of 30 % on the occasional tariffs (140/10 US$)

4.3.3. monthly:
reduction of 10 % on the occasional tariffs (180/13.5 US$)

4.4 satellite transmissions to and from developing countries: The Workshop recommends a linear preferential tariff of US$ 10 per minute to be applied and without a minimum charge whatever the duration or periodicity.

5. Concerning the operational problems for the use of the INTELSAT system and the proposed changes in procedures by this entity, the Workshop recommends that joint action be undertaken by the broadcasting Unions, coordinated by the EBU, with a view to setting up, as quickly as possible, a direct dialogue with INTELSAT so that the requirements of broadcasters can be taken into account, the participating Unions being prepared to cooperate with satellite inter-continental coordination for events of international interest in compliance with Recommendation No. 9 of the Third Conference of Broadcasting Unions in Tokyo.

6. Professional Training: After reassessing the vital role of training, the Workshop recommends that all efforts should be made to promote harmonious and coordinated development in this field:

- at the level of the TV organisations,
- at regional level in training centres similar to the Asia-Pacific Institute for Broadcasting Development (AIBD) whose efficiency was underlined,
- at inter-region and inter-Union level through regular coordination so that countries supplying assistance may better match the needs and requirements of recipient countries, and, in particular, to set up exchange of news co-ordinators.

For the establishment and development of inter-regional training centres, the Workshop recommends that models of training programmes and schemes be exchanged between Unions or regions. It was underlined that the training of radio journalists should not be neglected nor should the training in the handling of TV archive materials.

7. With regard to the transportation of ENG equipment, the Workshop thanked NANBA for the study made for easy identification and more expeditious transportation of such equipment and requests NANBA to continue contacts with IATA to study the possibility of lowering freight costs and simplifying procedures.

8. Development of news exchanges between broadcasters, intra and inter-Union, improvement of cooperation with newsfilm agencies, harmonisation and drastic reduction of satellite tariffs, particularly for developing countries, efforts to be undertaken for the improvement of professional training - all these activities should promote coordinated efforts towards improvement of the flow of information in the world. The Workshop further recommends that the Unions concerned also consider:

    8.1 The most recent technological developments: the Unions are invited to exchange all available technical information and prospective studies, for example, on transportable earth stations for which a directory stating their specifications and availability should be established.

    8.2 The possibility of publishing regularly a world directory of ENG injection points in all countries where these are available.

    8.3 Lastly, pressing upon international organisations such as UNESCO, the need to take into account the opinions of broadcasting Unions and television news associations when drawing up, for instance, the International Programme for Development of Communications at world level.

In conclusion, the Third International Broadcast News Workshop reasserts the will of the participants of the various Unions represented to make all efforts to eliminate the existing imbalances.

THE CAIRO WORKSHOP

RECOMMENDATIONS OF THE SECOND INTERNATIONAL NEWS WORKSHOP HELD IN CAIRO ON 2-6 JUNE, 1977

The Second International News Workshop meeting in Cairo on 2 - 6 June 1977 studied TV news gathering, news content and presentation in industrialised and developing societies, present and future models of TV news exchanges via satellite and other means, their various techniques and procedures and the future role of documentation, research and training for news exchange. After viewing these developments in the various regions since the First International Broadcast News Workshop (Cologne 24 - 28 April 1973), and the implementation of its recommendations, the Second Workshop notes that:

1.1 There has been significant progress in the field of newsfilm exchange since the First Workshop, notably in the Arab countries and Asia.

1.2 While there has been some improvement in the content of international news flow along the lines recommended by the First Workshop, both regarding broadcaster to broadcaster exchanges and the output of the newsfilm agencies, the imbalance of news flow - both quantitative and qualitative - still remains a major problem. The problem lies, on the one hand, with the news consuming habits of viewers and news policies and traditions of the broadcasters in industrialised countries, and on the other hand, with the inadequate professional and technical means of TV news production in the developing countries, which prevent their broadcasters from projecting the news scene of their countries to the outside world, including their immediate neighbour countries.

1.3 While many of the specific recommendations of the First Workshop have been implemented, a number of them are still awaiting action by the Unions.

The Workshop believes that TV news exchanges between broadcasters on the basis of the principle freedom to offer, or not to offer, to accept or not to accept have great potential for redressing the existing information imbalance, and notes with satisfaction the progress made in organising TV news exchanges in the Arab countries and in Asia and the improvement in exchanges in Ibero-America since the Cologne Workshop. Recognizing that intra-regional exchanges are an important additional source of news and a necessary pre-condition for balanced inter-regional exchange, the Workshop recommends that:

2.1 TV news exchanges should be started, after appropriate studies and planning, where they do not as yet exist.

Note: The Cairo Workshop warmly welcomed the information that URTNA was planning to start TV news exchange not later than 1980.

2.2 Unions planning or developing TV news exchange should acquaint themselves with the existing procedures of other Unions in order to ensure the compatibility of procedures. Unions should circulate among themselves documents concerning news exchange procedures.

2.3 When all Unions are operating their news exchange systems, an inter-Union committee of experts should be set up to harmonise the news exchange procedures.

2.4 All broadcasting organisations engaged in TV news exchanges should nominate news co-ordinators on a full time basis to be responsible for their participation in the exchanges.

The Workshop notes that means of giving adequate background to news are often lacking in TV organisations and that an essential part of this problem concerns the availability of background material such as films, stills and graphics. Therefore, the Workshop recommends that:

3.1 Libraries of news films and other TV visuals are an essential part of news departments in all TV organisations. For setting up such libraries, expert assistance should be sought when necessary.

3.2 The feasibility of setting up news film and videotape libraries at regional or sub-regional co-ordination centres should be studied. These central libraries will be even more necessary when foreign material in quantity reaches a TV organisation via satellite and is recorded on video-tape. It was felt that studies for establishing regional newsfilm and videotape libraries should be encouraged and the results of such studies should be made available to all Broadcasting Unions.

3.3 In supplying the initial material for these libraries, newsfilm agencies with their vast archives of visuals would be of great help if such services could be provided at rates which broadcasting organisations in developing countries could afford.

The Second Workshop acknowledges the improvement in the service of newsfilm agencies during the last four years along the lines proposed by the First Workshop.

Expressing its wish to see this development continued and further improved by the inclusion of more stories about the Third World, the Workshop stresses the need for greater co-operation between newsfilm agencies and Broadcasting Unions as is the case in Europe. Increased co-operation would avoid duplication through competing services.

The Workshop suggests that Unions receiving news via satellite from other Unions which include agency items, should co-operate with the agencies in preventing unauthorised use of agency material by any of their members.

The Workshop recognised the essential role of the development of human resources - journalists and technicians alike - at a pace corresponding to the rapid technological progress in improving the news coverage within the countries and the exchange between them in order to stimulate the flow of information and to redress its present imbalance. The importance of training was once more emphasized, following the recommendations of the earlier Workshops. On the subject of training, the Workshop specifically recommends that:

5.1 More emphasis should be given to the training of broadcast journalists, news co-ordinators, film librarians as well as cameramen and other professional staff in their own regions, as compared with training courses and apprenticeships in industrialised countries, either (1) in regional training centres, the establishment of which was called for by the First Workshop and which have actually been set up in a number of countries, (2) in seminars and workshops on a regional basis or (3) using the services of experts and consultants for on-the-spot training. Those selected for training should be motivated and qualified. Even more importantly this should apply to the selection of trainers.

5.2 In order to use the available resources of training assistance more effectively, broadcasters and donor organisations in the industrialized countries should endeavour to co-ordinate their assistance, e.g. through the appropriate organs of Broadcasting Union. On their part, the recipient organisations should provide through the same channels information about their training needs.

5.3 Regional training centres and TV organisations with necessary resources should prepare training films, curriculae and other training materials on such subjects as broadcast journalism, news exchange operations, cameraman's and film editor's work and circulate them as widely as possible.

The Workshop notes that EBU now makes available to ASBU and ABU two daily satellite news feed (EVN-0 and EVN-1) and that the principle of reciprocity, on which the material is supplied, is conducive to a better balance in TV news flow between these areas. In order to encourage the flow of timeless news between the regions, the Workshop recommends that:

6.1 The Unions should consider starting an exchange of timeless items among themselves (covering such topics as youth problems, the status of women, environment), co-ordinated by appropriate centres and with procedures which ensure advance information about items and advance indication of interest in them.

6.2 In order to fill the need for short background film material in connection with high-level visits or other events arousing interest in the country, and to use the possibilites that such interest gives for projecting the image of a country abroad, TV organisations should produce short films about their countries, to be stored and offered when needed.

Noting with satisfaction the progress made since the first Workshop in building terrestrial networks and installing satellite earth stations in various parts of the world and having in mind the further development of the advanced technical means for TV news exchange, the Workshop recommends that:

7.1 Existing or planned national terrestrial networks capable of carrying television signal should be linked up to form complete international microwave networks.

7.2 In order to make the use of satellites economically feasible for broadcasting organisations both for the purpose of offering coverage of their own countries to the outside world, and receiving more speedily a wider selection of TV news from other Unions, including those of other Third World regions, earth station tariffs should be substantially reduced. To this end, television news should be recognised as public service, to be charged on a non-profit basis. Action should also be taken on national and regional levels by the broadcasters and their Unions to seek tariff reductions, pointing out to the earth station owners that reduced rates would stimulate traffic and thus increase revenue. Unions should circulate among themselves information about satellite tariffs, including preferential arrangements for news transmissions.

While supporting proposals to establish new mass communication research and documentation centres, the Workshop recommends that:

8.1 Fuller use be made of existing institutions to study and document problems related to TV news.

8.2 There should be better exchange of information between these institutions and broadcasting organisations.

8.3 Broadcasting organisations should point out to the research institutions particular problems areas which they would like studied, e.g. they could undertake to monitor and analyse the global flow of TV news and to study the quantitative and qualitative aspects of information imbalance.

While drawing the attention of the Unions to the relevant recommendation of the First Workshop, the Second Workshop further recommends that approaches be made to the International Committee for Safeguarding Journalists on Dangerous Missions to include amongst their number representatives from the Third World. Broadcasting organisations should draw the attention of their national journalist association to these matters.

The Workshop requests the ABU, as the convenor of the Third World Conference of the Broadcasting Unions which meets in Tehran in 1978, to include this report in the Agenda for the Conference and to request the Unions to report at Tehran on any action taken in the meantime to implement these recommendations.

In the addition to the above recommendations, several of which have referred to various aspects of information imbalance, the Workshop calls the attention of broadcasters, their Unions and the news film agencies to the problem as a whole, and urges them to correct this imbalance by projecting more events and processes of a constructive nature taking place in the Third World countries so that a balanced image of these countries is presented, particularly in the industrialised countries. While believing that in the field of television news exchanges, their development into a more universal and balanced system represents the most suitable approach, the Workshop notes with interest related activities in other areas of news and communication - whether between the Third World, Non-aligned or Islamic countries - that ultimately strive for the same goal, namely to increase the flow of balanced information between countries and regions, thus contributing to a better international understanding, to justice and equality, and to world peace.

TOKYO CONFERENCE OF BROADCASTING UNIONS

RECOMMENDATIONS ON NEWS EXCHANGE AND COORDINATION, SATELLITE TARIFFS AND TRAINING

The following are the recommendations adopted by the Third Conference of Broadcasting Unions in Tokyo regarding the promotion of news exchanges, the reduction of satellite tariffs and training of staff:

Recommendation 8

SATELLITE TARIFFS

Considering that the tariffs currently in force for television transmission by satellite are a serious obstacle to the activities of the broadcasting organisations, and especially those in developing countries;

Taking account of the efforts already made to reduce these tariffs;

Considering also that reductions in satellite tariffs could be expected to contribute to promoting the international distribution of information,

the Conference recommends

that the broadcasting Unions should take concerted and co-ordinated action to obtain, for television transmissions by satellite, tariff rates and structures which would enable the broadcasting organisations to utilize satellite transmissions, in the service of their audiences, without financial constraints and with all necessary flexibility, and that one of the objectives of this effort should be to secure preferential tariffs for satellite transmission to and from broadcasting organisations in developing countries.

Recommendation 9

SATELLITE CO-ORDINATION

Having regard to the problems normally encountered by the Unions in securing the satellite booking required for the coverage of major events,

the Conference recommends

9.1 that the Unions should agree in principle to the desirability of establishing an intercontinental co-ordination system for the booking of satellite transmissions and other facilities in the case of major events of interest to a number of Unions or organisations,

9.2 that the aim of the proposed co-ordination system would be to ensure harmony and to secure the maximum economy in the use of the available satellite circuits, having regard to the multilateral and unilateral requirements of all Unions or organisations interested in the event concerned;

9.3 that the EBU, as a major user of satellite transmission on a global scale, should be invited to propose a draft procedure to be circulated to, and approved by, all Unions concerned;

9.4 that, after approval of the above procedure, the Unions should take appropriate steps to ensure that INTELSAT is fully informed about this decision and about the procedures which will be observed in the application of this system.

Recommendation 10

THIRD INTERNATIONAL BROADCAST NEWS WORKSHOP

Considering that the First and Second International News Workshop were of much value in bringing about closer understanding among the Unions and in stimulating the organisation of television news exchanges,

the Conference recommends

that the interested Unions accept the offer of the ABU to organise the Third International News Workshop on dates not later than the end of February 1981.

Recommendation 11

ROUND TABLE DISCUSSION WITH NEWSFILM AGENCIES

Being aware that broadcasting Unions and newsfilm agencies are at present distributing television news material by satellite under separate arrangements and that, as a result of this situation, substantial costs are being incurred which might be reduced by a more orderly approach,

the Conference recommends

that the broadcasting Unions should request the organisation, as soon as possible, of a round table discussion in which the newsfilm agencies and representatives of all the broadcasting Unions could participate, with the aim of exploring the possibility of drawing up an overall plan for the distribution of televised news by satellite and of defining the responsibilities of all organisations involved in this plan.

Recommendation 12

EXCHANGES OF NEWS CO-ORDINATORS

Having regard to the need for broadcasting Unions which are exchanging television news to be fully aware of each other's requirements and problems,

the Conference recommends

that the Unions which are participating in regular Inter-Union exchanges of television news should explore the possibility of arranging exchanges of news co-ordinators, in each case for a period of at least one month, on the understanding that each Union participating in such an exchange will accept responsibility for the costs incurred in respect of its coordinator.

Recommendation 13

TRAINING

Noting the concern that has repeatedly been expressed by many broadcasting organisations about the need to provide further professional training for their staff in all aspects of braodcasting;

Bearing in mind that the extent of the training needed is frequently in reverse proportion to the resources and capacities of broadcasting organisations;

Emphasizing particularly that raising the professional standard of broadcasting staff is of vital importance in promoting the flow of information from broadcasting service in developing countries to those in other parts of the world,

the Conference recommends

13.1 that the broadcasting Unions should encourage their members concerned to promote the exchange of trainers, training material, curricula and experience among training insitutions and, to tnis end, should endorse the proposal that a meeting of representatives of the regional broadcasting training institutions should be held, at an appropriate time, with the ABU as host in Kuala Lumpur;

13.2 that the Unions concerned jointly record their conviction that the further expansion of broadcasting training is essential to rectify such imbalances as exist in the international flow of information and will take all possible opportunities, where appropriate, to bring this view to the attention of multilateral and bi-lateral developmental agencies, foundations and other organisations which can assist in the efforts being made by the Unions concerned to increase training opportunities in their regions;

13.3 that Unions interested in seeking assistance regarding training from other Unions should co-ordinate their requirements annually, preferably in the first quarter of each calendar year, to assist Unions which may be able to meet their requests, and should take the necessary steps to achieve a co-ordinated plan of action drawn up by mutual agreement between the supplying and receiving Unions;

13.4 that emphasis should be placed on the training of news co-ordinators for television news exchanges in developing countries, this training to be provided, as far as possible, in their own countries;

Recommendation 18

CUSTOMS CLEARANCE OF NEWS GATHERING EQUIPMENT

Bearing in mind that the First and Second Conferences made brief references in their recommendations to the difficulties that broadcasting news departments encounter around the world in the speedy and efficient handling of television and radio news equipment at national borders and other points of entry;

Noting that these difficulties continue but, in recent years, the normal problems have been complicated by border officials failing to recognize electronic news gathering equipment as legitimate news equipment,

the Conference recommends

that a co-ordinated effort should be made by the broadcasting Unions, in the coming twelve months, to resolve a limited number of these continuing problems as follows:

18.1 that discussions should be initiated with the International Air Transport Association specifically for the purpose of achieving worldwide identification of priority news baggages with the aim of ensuring speedy handling;

18.2 that, by prior arrangement, a separate access gate should be arranged for the handling of bulky news equipment so that it will not be placed on the luggage belts;

18.3 that the co-operation and assistance of the International Customs Union should be sought in circulating information, descriptions and pictures to facilitate the recognition of valid news equipment by border officials;

18.4 that, when time permits, the assistance of the national broadcasting organisation in the country concerned should be requested in expediting the entry of equipment.

Recommendation 28

WORLD COLLECTION AND DISTRIBUTION OF NEWS

Considering that the possibility of transmitting live, throughout the world, using extensive satellite systems, is a reality and that news events occurring anywhere can be brought to the home viewer live or after being recorded on tape;

Bearing in mind that equipment has been developed to replace film cameras (such as electronic cameras capable of being hand-held) which can transmit live or which, associated with tape equipment, can record and play back such events;

Bearing in mind that wireless equipment (for example microphones, cameras, walkie-talkies and microwave links) has been developed which will allow such electronic news gathering units to operate effectively in the field;

Considering that it should be possible to use these capabilities which have been developed to speed up the news gathering process, anywhere in the world expeditiously, economically and with minimum encumbrances;

the Conference recommends

that the broadcasting Unions and their members should take the necessary steps to seek the assistance of the appropriate authorities in their regions in proposing:

28.1 that bands of preferred frequencies for two-way communications for world use should be made available on a worldwide basis, so that equipment can be designed or modified to operate in any country (these RF channels are necessary for engineering and production co-ordination and for programme cueing).

28.2 that bands of preferred frequencies for programme sound for world use be made available worldwide, so that wireless microphones can be used by newsmen and commentators in any country;

28.3 that bands of preferred frequencies for point-to-point microwave equipment (short-haul) for world use be made available worldwide, so that equipment can be designed or modified to operate in any country;

28.4 that an up-to-date directory of frequencies available for the applications described in 28.1, 28.2 and 28.3 should be maintained by the appropriate authority in each country and should be supplied to all broadcasting Unions on request;

28.5 that a practical procedure for the mutual acceptance of properly licensed equipment should be established;

28.6 that, in the case of loss of integrity of the signal due to failure, of equipment, such as time base equipment, the telecommunications authorities should permit the transmission of such signals;

the Conference further recommends

28.6 that the broadcasting Unions should request their members to compile, and supply to their Unions for distribution, a list of names and addresses of interpreters in the countries of Union members who have a working knowledge of television terms and a basic understanding of television engineering, so that this information will be available to foreign broadcasters to assist them in accomplishing their goals.

NOTES (i) Examples of preferred frequencies for "two-way communications" and programme sound (points 28.1 and 28.2) are in the 400-500 Mhz band as some equipment now being used for these purposes operates in these bands.

(ii) Examples of preferred frequencies for point-to-point microwave equipment (point 28.3) are in the 13 GHz and 40 GHz bands as some equipment now being used for these purposes operates in these bands.

Recommendation 33

TRANSPORTABLE EARTH STATIONS FOR USE IN ELECTRONIC NEWS GATHERING

Considering the importance to broadcasting organisations of being able to cover news and special events, both nationally and internationally, in a simple and rapid manner;

Being aware that many parts of the world do not have adequate, or indeed any, terrestrial facilities capable of transmitting television signals;

Considering that the development of transportable satellite earth stations is a satisfactory technical solution to these problems of electronic news gathering but that uplink satellite frequencies that are shared with terrestrial services involve difficult and lengthy co-ordination procedures;

Noting that certain frequency bands that could be used for transportable earth stations, notably 14-14.5 GHz and 29.5-30 GHz, are allocated world-wide in the Final Acts of the WARC 1979 to the mobile satellite service on a secondary basis as well as to the fixed-satellite service in the earth-to-space direction;

the Conference recommends

33.1 that the broadcasting Unions should take appropriate steps, in consultation with the authorities concerned, with the aim of arranging:

33.1.1 that transportable earth stations might operate through the available transponders designed for the fixed-satellite service;

33.1.2 that transportable earth stations might operate, under suitable procedures, in either the fixed-satellite or land-mobile satellite services, whichever is found to be the most convenient administratively in any particular case or type of usage;

33.2 that the broadcasting Unions should carry out studies, in collaboration with the authorities concerned with the aim of simplifying the procedure of the use of portable earth stations on a regional basis.

TRANSPORTABLE EARTH STATIONS

Document Submitted by NANBA to Third Conference of Broadcasting Unions on Transportable Earth Stations

The following is the paper which was submitted by the North American National Broadcasters Association which eventualy resulted in Recommendation 33 "Transportable Earth Stations for Use in Electronic News Gathering".

A PLAN FOR TRANSMISSION OF INTERNATIONAL TELEVISION SIGNALS BY USE OF TEMPORARY OR HIGHLY TRANSPORTABLE EARTH STATIONS

Introduction

This paper is submitted in support of a recommendation by the North American National Broadcasters Association ("NANBA") that temporary or highly transportable earth stations be procured and utilized in those countries which are members of an international consortium and that immediate steps be taken where necessary, to allow use of such equipment as insertion points for world-wide Electronic News Gathering ("ENG") operations on an expeditious basis.

Background: Present Configurations

At present, international satellite signals are routed from the location of the event to be televised via common carrier terrestrial radio facilities (such as those owned by AT&T in the United States or the PT&T's in Europe) to a satellite earth station operated as part of an international consortium. Often, the event which various television broadcasting entities may chose to cover is in a location with inadequate terrestrial radio relay facilities.

Recommendation: Possible Configurations

In arranging for the routing of international television transmission from the point of origin of a news event to the user broadcasting organisation, advantage should be taken of the current technology employing communications satellites. While such usage between fixed satellite earth stations in various countries is well established, little advantage has been taken in the development of transportable earth stations to provide a link (a) from the location of the event via domestic communications satellites for reception by an earth station associated with INTELSAT for subsequent relay to an INTELSAT satellite or (b) from the location of the event directly to an international satellite.

In some locations, the origination of a satellite uplink transmission would not be technically feasible because of potential interference to terrestrial radio relay facilities sharing the same frequency. However, for temporary, short term usage (as is the case in ENG applications) such transmission could be conducted on a secondary basis, subject to the condition, which in the majority of locations we do not expect would be limiting, that they do not interfere with an existing terrestrial service. Furthermore, satellites may soon be available which operate at uplink frequency bands which are not shared with terrestrial radio relay service, in which case frequency co-ordination would not be a consideration.

Discussion

Temporary or highly transportable earth stations would afford an element of flexibility and reliability lacking in the present system. Their carrier use would allow continuous uninterrupted coverage of internationally important events and accommodate large blocks of television transmission time. They would permit users of international television signals immediate access to transmission facilities for the purpose of broadcasting a special event or series of special events and would insure that facilities would be available when needed even with respect to last minute order requirements and schedule changes. Moreover, temporary or highly transportable earth terminals would be particularly useful in on-site coverage at locations where communications facilities are presently inadequate or nonexistent but the future possibility of large volumes of international television or other communications traffic is so remote that the cost of adding terrestrial lines to connect with existing control centres could not be justified.

Conclusion

NANBA believes that the flexibility afforded by the use of highly transportable earth stations by a carrier would facilitate the less complicated and more reliable exchange of international television transmission signals for on-site coverage of events which are international in scope from locations where facilities for the transmission or reception of such signals are presently nonexistent or inadequate.

Acccordingly, NANBA endorses their use and advocates the lifting of any and all restrictions which would prevent the realization of their full potential in the carriage of international television signals.

EMPFEHLUNGEN DER

3. WELTNACHRICHTENKONFERENZ FÜR HÖRFUNK UND FERNSEHEN

JAKARTA 1981

Die Dritte Weltnachrichtenkonferenz für Hörfunk und Fernsehen fand vom 23. bis 25. Februar 1981 in Jakarta statt. Als Hintergrund für ihre eigenen Überlegungen befaßte sich die Konferenz zunächst mit jüngeren Entwicklungen, die hauptsächlich auf die Schlußfolgerungen und Empfehlungen der McBride-Kommission, der UNESCO-Generalversammlung vom Oktober 1980 in Belgrad und die Konferenzen der Blockfreien zurückgehen. Die Konferenz beschäftigte sich weiter mit der Gesetzgebung und den internationalen Instrumentarien und Konventionen, die das Geschehen im Informationsbereich und den Einsatz moderner technischer Systeme für die Verbreitung von Informationen bestimmen.

Ausgehend vom Studium dieser Problemfelder und der Erkenntnis, daß fortschreitende technische Entwicklungen in Zukunft eine ganze Serie gesetzlicher Maßnahmen, Verordnungen und Übereinkommen erfordern, entschied sich die Konferenz einvernehmlich für einen Rahmen ihrer Arbeit, der durch die Erkenntnis bestimmt wird,

> daß gegenwärtig ein Ungleichgewicht im weltweiten Informationsfluß besteht und daß dieses Ungleichgewicht beseitigt werden muß,
> - auf nationaler Ebene,
> - auf regionaler Ebene,
> - auf internationaler Ebene, d.h. zwischen den verschiedenen Regionen der Welt.

Um diese Ziele zu erreichen, ist es nach Auffassung der Konferenz unerläßlich, jede Art eines supranationalen Monopols im Informationswesen zu verhindern und stattdessen solche nationalen, regionalen und überregionalen Strukturen aufzubauen, die auf Anerkennung und Beachtung der Grundprinzipien des freien und wechselseitigien Zugangs zu den Informationsquellen basieren.

In dem Bemühen, praxisorientierte Mittel und Wege zur Realisierung dieser Ziele zu finden und in Würdigung der Fortschritte, die seit der 2. Weltnachrichtenkonferenz in Kairo 1977 und auf der Basis der Empfehlungen der 3. Weltrundfunkkonferenz in Tokyo 1980 erreicht wurden, konzentrierte sich die Konferenz auf die Analyse der gegenwärtigen Situation innerhalb und zwischen den Rundfunk-Regionalverbänden, auf die bestehende Zusammenarbeit mit den Nachrichtenfilm-Agenturen und auf mögliche Entwicklungen bei der Nutzung weltweiter und nationaler Satellitensysteme einschließlich des indonesischen "PALAPA"-Systems. Ausgehend von diesen Beratungen entwickelte and analysierte die Konferenz einen konkreten Maßnahmenkatalog für die Zukunft mit dem Ziel:

- eine generelle Senkung und Harmonisierung der Satellitentarife (Intelsat-System) herbeizuführen
- geeignete Verfahrensweisen für die optimale Nutzung des Satellitenrundfunks zu entwickeln und
- die Bedingungen für die Aus- und Fortbildung von Fachkräften im Nachrichtenbereich zu verbessern.

Die 3. Weltnachrichtenkonferenz, nach Abschluß ihrer Arbeit,

1. unterstrich erneut die überragende Rolle, die der Austausch von Fernsehnachrichten zwischen Fernsehanstalten bei der Beseitigung des Ungleichgewichts im Informationsfluß spielen sollte, und betonte die Notwendigkeit, weitere Austauschsysteme zu errichten oder zu entwickeln, die auf dem Prinzip der Gegenseitigkeit basieren, die freie Entscheidung jedes beteiligten Partners respektieren und wirksam sind
    - entweder innerhalb einer Region oder Regionalorganisation (Union) oder
    - auf überregionaler Ebene zwischen mehreren Regionalorganisationen.

2. nahm mit Befriedigung Kenntnis von

    (1) der Entwicklung der Austauschbemühungen zwischen OIRT/SIN/OTI einerseits und der EBU andererseits, die außerdem ein zusätzliches Nachrichtenangebot für ASBU and ABU zur Folge hatten;

    (2) dem Plan der ASBU, für ihre Mitglieder ein interarabisches Austauschsystem für Nachrichten einzuführen;

    (3) der Tatsache, daß eine vorläufige Untersuchung der Bedingungen für den Aufbau eines Austauschsystems im Bereich der URTNA erstellt worden ist, und fordert zur unverzüglichen Ausarbeitung einer endgültigen Studie auf, gemäß den Aussagen im Bericht der URTNA-Studiengruppe von 1979; und

(4) der sorgfältigen Untersuchung, angefertigt für die erste Phase des asiatisch-pazifischen Austauschsystems, das zunächst den folgenden fünf Ländern, deren Fernsehanstalten Mitglieder der ABU sind, zugute kommen wird: Indonesien, Malaysia, Philippinen, Singapur und Thailand.

2.1 nahm zur Kenntnis

daß diese erste Phase (des ABU-Austausches) den Einsatz von "PALAPA" als regionalem Satelliten erforderlich macht

und bedauerte

die bestehenden Schwierigkeiten bei der Verwirklichung eines Regionalaustausches von Fernsehnachrichten aufgrund der Nutzungsbeschränkungen gemäß Art. 14 des INTELSAT-Abkommens.

2.2 nahm mit Besorgnis zur Kenntnis,

daß INTELSAT dahin tendiert, die Möglichkeit zu übersehen, daß künftige Entwicklungen im Satellitenverkehr ebenso wie ein ausgeweiteter innerasiatischer Austausch zwischen zahlreichen Ländern (darunter überwiegend Entwicklungsländer) INTELSAT nur nutzen können.

Die Konferenz empfiehlt, daß

alle Regionalorganisationen (Unions), die auf der Jakarta-Konferenz vertreten waren, mit dem INTELSAT-Leitungsgremium (Board of Governors) Kontakt aufnehmen mit dem Ziel, die Aufhebung der Restriktionen in Artikel 14 des INTELSAT-Vertrages zu erreichen, die bisher noch einer Nutzung von PALAPA für Zwecke des Fernseh-Nachrichtenaustausches zwischen den betroffenen fünf Ländern entgegenstehen; in diesem Zusammenhang sind Nachrichtenübertragungen als ein "spezialisierter Nachrichtendienst" (specialised telecommunication service) und nicht als Übertragung auf kommerzieller Grundlage zu betrachten.

3. Für den Bereich der Zusammenarbeit zwischen Fernsehanstalten und Nachrichtenfilm-Agenturen und in Anerkennung der wichtigen Rolle, die die Agenturen gegenwärtig für die Beschaffung und Verbreitung von Fernsehnachrichten spielen

empfiehlt die Konferenz,

3.1 daß die Nachrichtenfilm-Agenturen in ihrem Bemühen fortfahren, den Bedürfnissen ihrer Abonnenten zu dienen, und zwar sowohl in der inhaltlichen Natur ihrer Dienste (Eigenberichterstattung, Vielgestaltigkeit der Gegenstände, Nachrichten über die Dritte Welt und über Entwicklungsbestrebungen, etc.) als auch durch die Bereitstellung von Fernsehmaterial mit internationaler Tonspur, das sich zur Tonbearbeitung durch die nationale Anstalt wo immer möglich eignet.

4. Im Hinblick auf die Satellitentarife und nach Prüfung der Studien der EBU and der Empfehlungen der UNESCO zu diesem Komplex fordert die Konferenz alle Regionalorganisationen und ihre Mitglieder auf, auf nationaler wie regionaler Ebene jede Anstrengung zu unternehmen, um eine Reduzierung und Harmonisierung der Satellitentarife zu erreichen, wobei folgende Richtwerte anzustreben sind für:

4.1 gelegentliche Übertragungen: US$ 200/15
(US$ 200,- für die ersten zehn Minuten und US$ 15.- pro folgende Minute)

4.2 Vertragsbuchungen: eine Reduzierung des Tarifs für gelegentliche Übertragungen um zehn bis zwanzig Prozent, entsprechend dem Umfang der Übertragungen bei vorgegebenen, festterminierten Ereignissen wie Fußballweltmeisterschaften, Olympische Spiele etc.

4.3 Blockbuchungen (regelmäßige Übertragungen zu festgelegten Zeiten):

4.3.1 täglich: 50 Prozent Ermäßigung auf den Tarif für gelegentliche Übertragungen (US$ 100/10)

4.3.2 wöchentlich: 30 Prozent Ermäßigung auf den Ausgangstarif (US$ 140/10)

4.3.3 monatlich: 10 Prozent Ermäßigung auf den Ausgangstarif (US$ 180/13.50)

4.4 Für Satellitenübertragungen nach und aus Entwicklungsländern empfiehlt die Konferenz einen linear abgesenkten Vorzugstarif von US$ 10,- pro Minute, der ohne Grundgebühr und unabhängig von Dauer und Häufigkeit der Übertragungen anzuwenden ist.

5. Bezüglich der Verfahrensprobleme für den Einsatz des INTELSAT-Systems und der vorgeschlagenen Verfahrensänderungen

empfiehlt die Konferenz,

daß die Rundfunk-Regionalorganisationen gemeinsam und koordiniert durch die EBU tätig werden, um so schnell als möglich in einen direkten Dialog mit INTELSAT einzutreten und sicherzustellen, daß den Erfordernissen der Anstalten Rechnung getragen wird. Die Regionalorganisationen erklären zugleich ihre Bereitschaft zur Zusammenarbeit mit einer interkontinentalen Koordinationsstelle für Satellitenübertragungen für Ereignisse mit internationalem Interesse in Übereinstimmung mit Empfehlung Nr. 9 der 3. Weltrundfunkkonferenz in Tokio.

6. Nach erneuter Betonung der lebenswichtigen Rolle der beruflichen Aus- und Weiterbildung empfahl die Konferenz für diesen Bereich die Förderung einer harmonischen und koordinierten Entwicklung

- auf der Ebene der Fernsehanstalten,
- auf regionaler Ebene in Trainingszentren wie dem Asia-Pacific Institute for Broadcasting Development (AIBD), dessen Leistungsfähigkeit unterstrichen wurde;
- auf interregionaler Ebene und in Abstimmung zwischen den Regionalorganisationen, um Geberländern ein besseres Eingehen auf die Nöte und Bedürfnisse der Empfängerländer zu ermöglichen und um insbesondere einen Austausch von Nachrichtenkoordinatoren zu organisieren.

Für den Aufbau und die Weiterentwicklung von überregionalen Trainingszentren schlägt die Konferenz vor, Trainingsmodelle und -programme zwischen den Regionalorganisationen oder Regionen auszutauschen: Zugleich wurde die Notwendigkeit betont, weder die Aus- und Fortbildung von Hörfunkjournalisten noch das Training geeigneten Personals für Fernseh-Archiv-Material zu vernachlässigen.

7. Im Hinblick auf den Transport von ENG-Gerät (Electronic News Gathering) dankte die Konferenz zunächst NANBA für deren Studie zur leichteren Identifikation und zum schnelleren Versand derartiger Ausrüstungen und bat weiterhin NANBA darum, ihre Kontakte mit der IATA fortzusetzen, um Möglichkeiten für ein Absenken der Frachtkosten und eine Vereinfachung der Versandprozeduren zu prüfen.

8. Die Entwicklung von Systemen für den Nachrichtenaustausch zwischen Fernsehanstalten, innerhalb einer Region und zwischen den Regionalorganisationen, eine verbesserte Zusammenarbeit mit den Nachrichtenfilm-Agenturen, eine Harmonisierung und drastische Reduzierung der Satellitentarife insbesondere für Entwicklungsländer, notwendige Bemühungen um die Verbesserung beruflicher Aus- und Fortbildung - all diese Maßnahmen sollten dem koordinierten Bemühen um eine Verbesserung des Informationsflusses in der Welt dienen.

Die Konferenz empfiehlt daher weiterhin, die betroffenen Regionalorganisationen mögen

8.1 die jüngsten technologischen Entwicklungen beachten: Die Regionalorganisationen werden aufgefordert, alle verfügbaren technischen Informationen und zukunftsweisenden Studien auszutauschen, z.B. Daten zu transportablen Bodenstationen, für die ein Verzeichnis mit Angaben zu technischen Spezifikationen und Verfügbarkeit angelegt werden sollte;

8.2 Möglichkeiten prüfen, regelmäßig ein Weltverzeichnis der ENG-Einspeisungspunkte aller Länder, wo solche Möglichkeiten bestehen, zu veröffentlichen;

8.3 schließlich nachhaltigen Einfluß auf internationale Organisationen wie etwa die UNESCO nehmen, um den Auffassungen der Rundfunk-Regionalorganisationen und Zusammenschlüsse im Fernseh-Nachrichtenbereich zu Geltung zu verhelfen, wenn weltweite Planungen, wie etwa durch das Internationale Programm für Kommunikationsentwicklung (IPDC), entworfen werden.

Abschließend konstatierte die 3. Weltnachrichtenkonferenz für Hörfunk und Fernsehen erneut den Willen der Teilnehmer aus den verschiedenen vertretenen Regionalorganisationen, alle Anstrengungen zur Beseitigung der herrschenden Ungleichgewichte zu unternehmen.

RECOMMANDATIONS

DU TROISIEME CONGRES INTERNATIONAL DE RADIODIFFUSION ET TELEVISION ORGANISE A JAKARTA DU 23 AU 25 FEVRIER 1981

Le Troisième Congrès International de Radiodiffusion s'est tenu à Djakarta du 23 au 25 février 1981. Les débats ont surtout été dominés par les implications des décisions finales et des recommandations adoptées par la Commission McBride, la Conférence générale de l'UNESCO réunie au mois d'octobre 1980 à Belgrade et les conférences des pays non-alignés. Mais il a également été question des textes législatifs, des moyens d'action internationaux et des accords servant de base aux activités déployées dans le domaine de l'information, ainsi que des moyens techniques propres à faciliter la diffusion des informations.

Après avoir examiné ces différents points, et estimant nécessaire, vu la rapidité de l'évolution technologique, de prendre un certain nombre de mesures légales, le congrès a décidé de travailler dans le cadre d'une action commune reconnaissant l'actuel déséquilibre au niveau de l'écoulement des informations dans le monde et la nécessité de remédier à cet état de fait:

- au niveau national,
- au niveau régional et
- au niveau mondial entre différentes régions du monde

Afin d'atteindre ces objectifs, il était essentiel d'obvier à la constitution de tout monopole supranational dans le domaine de l'information et de mettre en place des structures nationales, régionales et interrégionales basées sur le principe du libre accès à l'information mutuelle.

Soucieux de trouver les moyens pratiques permettant d'atteindre les objectifs ainsi définis, le Troisième Congrès de Jakarta, prenant acte des progrès réalisés depuis le Second Congrès du Caire (en 1977), et se référant aux recommandations de la Troisième Conférence des Unions de Radiodiffusion (Tokio, février 1980), a concentré ses activités sur l'étude de la situation actuelle dans chaque union et au niveau de leurs rapports mutuels, sur la coopération existant avec les agences d'informations filmées et sur les incidences que pourrait avoir l'usage de systèmes de satellites de télécommunications nationaux et internationaux, y compris le système indonésien PALAPA. C'est en se basant sur ces considérations que le congrès a envisagé l'action à entreprendre pour

- parvenir à une réduction générale et à une harmonisation des tarifs de télécommunications par satellites (Tarifs INTELSAT),
- définir les méthodes adéquates convenant à un usage optimal des télécommunications par satellites et
- améliorer les conditions de la formation professionnelle,

autant de préalables aux efforts qui devront être consentis pour supprimer le déséquilibre au niveau de l'écoulement des informations.

Après avoir achevé ses travaux, le Troisième Congrès International de Radiodiffusion

1. a reconfirmé que les échanges d'informations télévisées entre stations émettrices devront jouer un role primordial dans le rétablissement de l'équilibre du flux de l'information et a souligné la nécessité de mettre en place ou de développer d'autres échanges sur une base réciproque, ce en respectant la liberté de chaque partenaire, que ce soit

   - à l'intérieur d'une région ou d'une Union ou

   à un niveau interrégional ou inter-Union.

2. a noté avec satisfaction

   (1) le développement des échanges entre OIRT/SIN/OTI et EBU, qui pourvoit en outre aux besoins en informations de ASBU et de ABU;

   (2) l'intention de ASBU d'établir un échange d'informations inter-arabe entre ses membres;

   (3) la réalisation d'une étude préliminaire en vue de l'établissement d'échanges d'informations dans la région URTNA, (il a demandé qu'une étude finale soit élaborée dans les plus brefs délais, conformément au rapport établi en 1979 par la Mission d'études URTNA);

   (4) l'étude détaillée concernant la première phase des échanges d'informations entre l'Asie et le Pacifique, dont bénéficieront en premier lieu cinq pays membres de ABU, à savoir l'Indonésie, la Malaisie, les Philippines, la Thailande et Singapour.

2.1 Le congrés a pris note que cette première phase nécessitait l'usage du système PALAPA comme satellite régional et a déploré les difficultés qui marquent actuellement la réalisation d'un système régional de télévision, en raison notamment des limitations d'emploi prévues en vertu de l'article 14 de l'accord INTELSAT.

2.2 Et a également constaté avec une certaine inquiétude que INTELSAT avait tendance à ignorer le fait que l'évolution future dans le commerce des satellites, de même que le développement des échanges d'informations entre de nombreux pays d'Asie, ne pouvait répondre qu'à ses propres intérêts.

Le congrès a recommandé que

toutes les Unions de télécommunications représentées à Djakarta prennent les mesures nécessaires pour établir un contact avec les autorités d'INTELSAT dans le but de supprimer les limitations d'emploi prévues par l'article 14 de l'accord INTELSAT, ce afin que les cinq pays concernés puissent transmettre des informations télévisées par l'intermédiaire du système Palapa. Il s'agira en l'occurrence d'un "service spécialisé de télécommunications" et non pas d'une prestation basées sur des intérêts commerciaux.

3. Dans le domaine de la coopération entre stations émettrices et agences d'informations filmées, le congrès, qui reconnaît le rôle important attribué aux agences au niveau de la livraison et de la diffusion des informations télévisées, recommande que

3.1 les agences d'informations filmées continuent à satisfaire aux exigences de leurs souscripteurs, si celles-ci sont en rapport avec leurs services (propres reportages, sujets variés, problèmes du tiers-monde, efforts d'aide au développement, etc.) et à fournir leurs informations télévisées - dans la mesure du possible - dans une langue internationale.

3.2 la table ronde qui devra être convoquée conformément à la recommandation no 11 du projet déposé par la Troisième Conférence des Unions de télécommunications s'applique à mieux coordonner l'usage des satellites de télécommunications servant à la transmission intercontinentale d'informations télévisées et à renforcer les efforts visant à promouvoir la coopération entre les agences d'informations filmées et les stations émettrices.

4. S'agissant des tarifs d'exploitation des satellites, et après examen des projets EBU et des recommandations faites par l'UNESCO, le congrès a demandé instamment à toutes les Unions représentées à Djakarta et à leurs membres de prendre au niveau national et au niveau international les mesures qui s'imposent pour réduire et harmoniser les dits tarifs. L'objectif assigné étant:

4.1 en cas de transmission occasionnelle: 200/15 US-dollars

4.2 en cas de transmission sur demande: une réduction du tarif occasionnel de 10 à 20 pour cent selon la durée de transmission d'événements prévus à l'avance, comme par exemple le Championnat du monde de football, les Jeux Olympiques, etc.

4.3 en cas de transmission permanente: (Transmissions régulières à dates fixes):

4.3.1 chaque jour: réduction de 50 % sur les tarifs occasionnels (100/10 US$)

4.3.2 chaque semaine: réduction de 30 % sur les tarifs occasionnels (140/10 US$)

4.3.3 chaque mois: réduction de 10 % sur les tarifs occasionnels (180/13.5 US$)

4.4 Les transmissions par satellites en provenance et en direction des pays en développement. Le congrès recommande l'application d'un tarif préférentiel linéaire de 10 US$ par minute assorti d'aucune taxe minimum, quelle que soit la durée ou la périodicité.

5. Pour ce qui concerne les problèmes opérationnels liés à l'utilisation du système Intelsat et les modifications proposées par la direction d'Intelsat aux conditions d'application, le congrès recommande qu'une action commune, coordonnée par EBU, soit menée par les Unions de télécommunications dans le but d'établir le plus rapidement possible un dialogue avec Intelsat de façon à ce qu'il puisse être tenu compte des souhaits exprimés par les stations émettrices. Les Unions de télécommunications qui prendront part à cette action devront être à coopérer sur le plan de la coordination des transmissions intercontinentales par satellites des événements d'intérêt international, conformément à la recommandation no 9 de la Troisième Conférence des Unions des télécommuncations qui s'est tenue à Tokio.

6. La formation professionnelle. Après avoir réexaminé le rôle important attribué à la formation professionnelle, le congrès a recommandé que tout soit mis en oeuvre pour promouvoir un développement harmonieux dans ce domaine:

- au niveau des organisations de télévision,
- au niveau régional: dans des centres de formation similaires à l'Asia-Pacific Institute for Broadcasting Development (AIBD) dont l'efficience n'est plus à démontrer,

- au niveau interrégional et inter-Unions grâce à des efforts permanents de coordination, de telle sorte que les pays fournisseurs de l'aide puissent mieux répondre aux besoins et aux demandes des pays bénéficiaires, et que, en particulier, soit établi un échange de coordonnateurs de l'information.

Pour ce qui est de l'établissement et du développement de centres formation interrégionaux, le congrès recommande l'échange entre Unions ou régions de programmes de formation. Le congrès insiste par ailleurs sur le fait que la formation des journalistes radio ne devra pas être négligée et qu'elle devra porter également sur le traitement du matériel TV archivé.

7. S'agissant du transport des équipements ENG, le congrès a remercié NANBA pour ses travaux d'études destinés à faciliter l'identification et le transport accéléré de tels équipements et a prié NANBA d'examiner en commun avec IATA les possibilités de réduire les frais d'expédition et de simplifier les formalités afférentes.

8. Le développement des échanges d'informations entre stations émettrices, à l'intérieur des Unions de télécommunications et entre les Unions elles-mêmes, le renforcement de la coopération et la réduction drastique des tarifs d'exploitation des systèmes de satellites, en particulier pour les pays en développement, l'amélioration de la formation professionnelle - toutes ces activités devront stimuler les efforts visant à intensifier l'écoulement des informations dans le monde. Le congrès recommande en outre que les Unions concernées prennent également en considération les points suivants:

8.1 Les récents développements technologiques: les Unions sont priées d'échanger les informations techniques et les études prospectives dont elles disposent, comme par exemple en ce qui concerne les stations terrestres mobiles pour lesquelles une nomenclature spécifiant leurs domaines d'application et leurs propriété devra être etablie.

8.2 La possibilité de publier régulièrement une liste internationale des "points d'injection ENG" dans tous les pays où ceux-ci sont utiles.

8.3 La nécessité d'inciter les organisations internationales, telle l'UNESCO, à tenir compte des avis émis par les Unions de télécommunication et les associations d'information télévisée au sujet de l'élaboration, par exemple, du Programme International de Développement des Communications (IPDC) au niveau mondial.

On peut dire en conclusion que le Troisième Congrès International de Radiodiffusion a réaffirmé la volonté des membres des différentes Unions représentées de tout mettre en oeuvre pour éliminer les déséquilibres existants.

القصر المناعي بوجه ملحوظ ، وبصفة خاصة للدول النامية ، والعمل على تأسيس تكوين مهني افضل . ان ذلك كله ليشكل نشاطات تنعكس اذا نسقت الجهود ، من تحسين تنقل الاعلام في العالم . توصي الورشة من جهة اخرى ، بأن تبحث الاتحادات ايضا =

١/٨ التقدم التكنولوجي الاكثر حداثة = وفي هذا الصدد ، يطلب من الاتحادات ان تتبادل كافة المعلومات الفنية التي تتوفر عليها وكذلك المعلومات حول الدراسات التي تنوى القيام باجرائها بشأن المحطات الموجودة في الارض مثلا ، والتي يجب بخصوصها اعداد فهرسة تبين خصائصها وتوفرها ،

٢/٨ امكانية نشر منتظم لفهرسة عالمية لنقاط ادخال (ربط) تجهيزات الصحافة الاليكترونية في الدول التي توجد فيها ،

٣/٨ ضرورة العمل على ان تأخذ المنظمات الدولية مثل اليونسكو في اعتبارها اراء وافكار وجهات نظر الاتحادات الاذاعية ووكالات الاخبار عند اعداد البرامج الدولي لتنمية الاتصالات على الصعيد العالمي مثلا .

في اختتام اعمالها ، جددت الورشة العالمية الثالثة تأكيد ارادة مندوبي مختلف الاتحادات في بذل كل المجهودات اللازمة من اجل محو التوازن المختل في الوضع الحالي .

٦ - التكوين المهني . ان الورشة وقد اكدت دورها الرئيسي ، توصي بألا يدخر اى جهد لتشجيع تنمية متناسقة في هذا المجال =

- على مستوى هيئات التلفزة نفسها ،
- على المستوى الاقليمي ، في مراكز التكوين القائمة للمركز الموجود في اقليم آسيا / المحيط الهادى (معهد آسيا - المحيط الهادى لتنمية الاذاعة) والذى حقق نتائج قيمة ،
- على مستوى الاقاليم او الاتحادات بتنسيق منتظم يمكن الدول المقدمة للمساعدات من تلبية احتياجات رغبات الدول المستفيدة منها وتوصي الورشة بصفة خاصة بتبادل منسق الاخبار .

فيما يخص انشاء وتنمية مراكز تكوين بين الاقاليم ، توصي الورشة بتبادل ترسيمات وبرامج التكوين المهني بين الاقاليم و/او بين الاتحادات . واخيرا وصت الورشة بألا يهمل اى شيء لا تكوين صحفيي الاذاعة الصوتية ولا العاملين في معالجة وتدبير شؤون الارشيف التلفزيونية والصوتية .

٧ - بخصوص نقل تجهيزات الصحافة الالكترونية ، وجهت الورشة كلمات شكر الى جمعية الاذاعيين القوميين لامريكا الشمالية (نانبا) على الدراسة التي انجزتها للحصول على وسيلة لمعرفة وارسال هذه التجهيزات بطريقة اسهل واسرع . وانها تطلب من "نانبا" ان تستمر في الاتصالات مع الجمعية الدولية للنقل الجوى من اجل بحث امكانية تخفيض اسعار النقل الجوى وتبسيط الاجراءات .

٨ - ان تنمية تبادل الاخبار بين الاذاعيين ، بين الاتحادات وداخل هذه الاتحادات ذاتها وتطوير وتحسين التعاون بين وكالات الاخبار ، وتوحيد وتخفيض تعريفات

٤/ ١ الارسال الاتفاقي (الظرفي) = بالدولار الامريكي ٢٠٠/ .

٤/ ٢ حجز تعاقدي = تخفيض من ١٠ الى ٢٠٪ في تعريف الارسال الاتفاقي ، حسب حجم الارسال لبعض الاحداث المتوقعة مسبقا مثل كأس العالم في كرة القدم ، الالعاب الاولمبية ، الخ ...

٤/ ٣ حجز بالجملة (ارسال منتظم في اوقات محددة) =

٤/ ٣/ ١ في اليوم = تخفيض ٥٠٪ من تعريف الارسال الظرفي (بالدولار الامريكي ١/ ١٠٠) .

٤/ ٣/ ٢ في الاسبوع = تخفيض ٣٠٪ من تعريف الارسال الظرفي (بالدولار الامريكي ١٠/ ١٤٠) .

٤/ ٣/ ٣ في الشهر = تخفيض ١٠٪ من تعريف الارسال الظرفي (بالدولار الامريكي ٥ر١٣/ ١٨٠) .

٤/ ٤ اما بخصوص الارسال عبر القمر الصناعي من والى البلدان النامية ،فان الورشة توصي باعتماد تعريف تفضيلي خطي قيمته ١٠ دولار في الدقيقة بدون فرض ضريبة ادنى وبدون الزام بشأن المدة او الدورية .

٥ - فيما يتعلق بالمشاكل ذات الطابع العملي والمرتبطة باستعمال نظام انتلسات ، وكذلك التغييرات المتوقعة للاجراءات والطرق من طرف انتلسات ،فان الورشة توصي بالقيام بعمل مشترك للاتحادات الاذاعية بنسقه اتحاد الاذاعات الاوروبية حتى يمكن فتح حوار مباشر مع انتلسات بمجرد ما يمكن ذلك والعمل على ان يؤخذ في الاعتبار جميع احتياجات هيئات الاذاعة. ومن المعلوم ان الاتحادات المشاركة مستعدة للمساعدة على تنسيق الارسال بين القارات عن طريق القمر الصناعي عند وقوع احداث هامة في العالم باجمعه طبقا للتوصية رقم ٩ الصادرة من المؤتمر العالمي الثالث للاتحادات الاذاعية لدى انعقاده في طوكيو .

للاخبار المتلفزة لصالح البلدان الخمسة المعنية ، مع العلم انه يجب اعتبار هذا الارسال على انه "مصلحة متخصصة لاتصالات سلكية ولاسلكية" ،دون اى طابع تجارى .

٢ – في مجال التعاون بين هيئات الاذاعة ووكالات الاخبار، اعترفت الورشة بالدور الهام الذى تلعبه الوكالات في الوقت الحاضر في توزيع الاخبار التلفزيونية . وانها توصي =

٣/ ١ بأن تستمر وكالات الاخبار في تلبية رغبات زبائنها سواء فيما يخص محتوى ومضمون خدماتها (تغطية الاخبار التي تقوم بها هي بذاتها ، موضوعات متنوعة ، اخبار حول العالم الثالث ومجهودات التنمية ،الخ ...) اوفيما يخص نوعية معداتها التي يجب عليها كلما امكن ذلك ، ان تكون مزودة باشارة دولية تسهل تركيبها في البلدان التي تتسلمها ،

٣/ ٢ بأن تدرس المائدة المستديرة المطلوبة في التوصية رقم ١١ الصادرة من المؤتمر العالمي الثالث لاتحادات الاذاعات، وسائل تطوير تنسيق استعمال الاقمار الصناعية للاتصالات السلكية واللاسلكية لترحيل اخبار التلفزيون بين القارات والمجهودات اللازم بذلها لتطوير التعاون بين وكالات الاخبار والاذاعيين .

٤ – فيما يخص تعريفات الاقمار الصناعية فقد بحثت ورشة جكارتا الدراسات اللازم اجراؤها من طرف اتحاد الاذاعات الاوروبية في هذا الموضوع وكذلك التوصيات التي اصدرتها اليونسكو . وقد طلبت الورشة من جميع الاتحادات الحاضرة ومن اعضائها أن تقوم باجراء المساعي الضرورية على المستوى القومي والاقليمي للحصول على تخفيض وتوحيد تعريفات الاقمار الصناعية علما بأن الاهداف المتوخاة هي =

التلفزيون الايبيرية الامريكية، وهو أمر يمكن علاوة على ذلك من تزويد اتحاد اذاعات الدول العربية (اسبو) واتحاد اذاعات آسيا بالاخبار .

(٢) بمخطط الاسبو الرامي الى احلال تبادل للاخبار بين اعضائه العرب .

(٣) بدراسة قابلية التحقيق الاولى التي انجزت مؤخرا من اجل احلال تبادل للاخبار في منطقة الاورتنا . توصي الورشة باجراء دراسة نهائية فورا كما كان متوقعا في تقرير بعثة تقصي الاورتنا الذى نشر في سنة ١٩٧٩ .

(٤) بالدراسة المفصلة والشاملة التي تمكن من اطلاق المرحلة الاولى للتبادل بين بلدان آسيا وفي المحيط الهادى ستستفيد منه في المقام الاول الدول الخمسة التي انضمت هيئات تلفزيونها الى عضوية اتحاد اذاعات آسيا ، وهي = اندونيسيا ، ماليزيا ، الفليبين ، سنغافوره و تايلاندا .

١/٢ ان الورشة وقد لاحظت ان هذه المرحلة الاولى تتطلب استخدام القمر الصناعي "بالابا"، فانها تتأسف من ان القيدات التي تفرضها المادة ١٤ من العقد المبرم مع انتيلسات تشكل حاليا صعوبات كبيرة لتبادل اخبار تلفزيونية على المستوى الاقليمي .

٢/٢ وقد تأسف المشاركون كذلك من موقف انتيلسات التي تجهل على ما يبدو ان التقدم المستقبل للحركة العصائية وتكثيف التبادل بين عدد كبير من بلدان آسيا وهي بلدان نامية في اكثريتها ، سيكون مفيدا لها .

وبناء على ذلك توصي الورشة =

ان تتخذ كافة الاتحادات الحاضرة في جكارتا جميع الاجراءات اللازمة للاتصال بمجلس ادارة انتيلسات من اجل الحصول على الغاء الشروط المقيدة للمادة ١٤ من العقد انتيلسات حتى يتسنى بذلك استخدام نظام "بالابا" على الصعيد الاقليمي لاقامة تبادل

في محاولة منها لمعرفة كيفية تحقيق ذلك بطريقة علمية ، فان ورشة جكارتا ، بعد ان اخذت علما بالتقدم المسجل منذ ورشة القاهرة الثانية في سنة ١٩٧٧ واذ تأخذ في اعتبارها التوصيات الصادرة اثناء المؤتمر العالمي الثالث للاتحادات الاذاعية (طوكيو ، فبراير ١٩٨٠) ، قد قررت تركيز اعمالها حول دراسة تناولت الجوانب الآتية = الوضع الحالي لكل اتحاد على مستواه الخاص وفي علاقاته مع امثاله ، التعاون القائم حاليا بين وكالات الاخبار والتقدم المنجز في سبيل تحقيق استعمال محتمل لانظمة اقمار صناعية دولية ومحلية من بينها النظام الفضائي الاندونيسي "بالابا" .

انطلاقا من هذه المعطيات ، بحث المشاركون في الورشة التدابير الواضحة التي كان من اللازم اتخاذها من اجل =

- الحصول على تخفيض عام وتوحيد تعريفات الاقمار الصناعية (النظام انتيلسيت) ،
- تحديد طرق ملائمة من اجل استعمال امثل لاقمار الصناعية مستخدمة للبث الاذاعي ، و
- خلق ظروف افضل للتكوين المهني .

وهذه شروط لا بد منها لاعادة التوازن الى تنقل الاعلام في العالم.

في نهاية اعمالها فان الورشة العالمية الثالثة للاخبار المذاعة

١ - قد اكدت من جديد ان تبادل الاخبار المتلفزة بين هيئات الاذاعة ، يلعب دورا حيويا في اعادة التوازن الى تنقل الاعلام واشارت الى ضرورة احلال تبادلات جديدة مبنية على مبادلة تامة مع احترام حرية الجميع =

- داخل اقليم او اتحاد
- على مستوى اقليمي او بين الاتحادات

٢ - وقد اخذت علما بارتياح

(١) بتطور التبادل بين اتحاد الاذاعات الاوروبية والمنظمة الدولية للاذاعة والتلفزيون ومنظمة اس . اى . ان (سين) ومنظمة

اتحاد هيئات الاذاعة والتلفزيون
القومية الافريقية
(اورتنا)

توصيات الورشة العالمية الثالثة للاخبار المذاعة

(جكارتا ، ٢٣ – ٢٥ فبراير ١٩٨١)

انعقدت الورشة العالمية الثالثة للاخبار المذاعة في جكارتا ، في الفترة من ٢٣ الى ٢٥ فبراير ١٩٨١ . وفي انطلاقة الاعمال ، اخذت الورشة في اعتبارها الوضع الحالي الناجم اساسا من الاستنتاجات والتوصيات الصادرة للجنة ماك برايد ، المؤتمر العام لليونسكو المنظم في بلغراد في شهر اكتوبر ١٩٨٠ ، ومؤتمر الدول غير المنحازة . وقد اخذت في اعتبارها ايضا النصوص التشريعية والاتفاقيات والوثائق الدولية الاخرى التي تحكم النشاطات في ميدان الاعلام ، واستعمال الوسائل الفنية المصنوعة لنشر الاعلام .

بعد دراسة مختلف هذه الجوانب وبعد ادراك تام ان التقدم السريع الذى حققته التكنولوجيا تستدعى اتخاذ عدد من التدابير القانونية والقوانين التنظيمية والاتفاقيات، قرر المشاركون في الورشة تبني منهاج مشترك في اعمالهم مع التسليم باختلال التوازن الحالي في تنقل الاعلام في العالم وضرورة تقويم هذا الوضع

- على الصعيد القومي
- على الصعيد الاقليمي
- على الصعيد العالمي بين شتى اقاليم العالم .

لتحقيق هذه الغاية، لا بد من محاربة كل احتكار عالمي في مجال الاعلام واستبدالها بهياكل قومية، اقليمية ودولية تمكن من معرفة واحترام المبادئ الاساسية للحصول بصفة حرة وارادية على اعلام متبادل .

اتحاد هيئات الاذاعة والتلفزيون
القومية الافريقية
(اورتنا)

توصيات الورشة العالمية الثالثة للاخبار الاذاعية

جكارتا ، ٢٣ – ٢٥ فبراير ١٩٨١

LIST OF ABBREVIATIONS

ABC	- Australian Broadcasting Commission
ABU	- Asia-Pacific Broadcasting Union
AIBD	- Asia-Pacific Institute for Broadcasting Development
AIR	- Asociación Interamericana de Radiodifusión
AMIC	- Asia Mass Communication Research and Information Centre
ANN	- Asia-Pacific News Network
ASBU	- Arab States Broadcasting Union
BCNZ	- Broadcasting Corporation of New Zealand
CBC	- Canadian Broadcasting Corporation
CBU	- Caribbean Broadcasting Union
CBS	- Columbia Broadcasting System (USA)
CCC	- Customs Co-operation Council
CCIR	- Comité Consultatif International des Radiocommunications
CCIT(T)	- Comité Consultatif International Télégraphique et Téléphonique
CEPT	- Conférence Européenne des Administrations des Postes et des Télécommunications
CNN	- Cable News Network
COMSAT	- Communications Satellite Corporation
EBU	- European Broadcasting Union
EEC	- European Economic Communities
ENG	- Electronic News Gathering
ESCAP	- Economic and Social Commission for Asia and the Pacific
ETV	- Educational Television
EVN	- Eurovision News Exchange
FANA	- Federation of Arab News Agencies
FCC	- Federal Communication Commission
GATT	- General Agreement on Tariffs and Trade
GMT	- Greenwich Mean Time
HKTVB	- Hong Kong Television Broadcasts Limited
IATA	- International Air Transport Association
IIC	- International Institute of Communications
INTELSAT	- International Telecommunication Satellite Organisation
IPDC	- International Programme for the Development of Communication
ips	- Interpress Service
IRIB	- Islamic Republic of Iran Broadcasting
ITNA	- Independent Telvision News Association
ITU	- International Telecommunication Union
IVN	- Intervision News
JTV	- Jordan Television

NAB - National Association of Commercial Broadcasters in Japan
NANBA - North American National Broadcasters Association
NBC - National Broadcasting Company (USA)
NHK - Nippon Hoso Kyokai (Japan)
OANA - Organisation of Asia News Agencies
OIRT - Organisation Internationale de Radiodiffusion et Télévision
OTI - Organización de la Televisión Iberoamericano
PANA - Pan African News Agency
RTPRC - Radio and Television of the People's Republic of China
RTM - Radio Television Malaysia
SBC - Singapore Broadcasting Corporation
SIN - Servicio Iberoamericano de Noticias
TCC - Temporary Co-ordinating Centre for Satellite Transmission
UPITN - United Press Independent Television News Corporation
URTNA - Union of National Radio and Television Organisations of Africa
WARC - World Administrative Radio Conference
WIPO - World Intellectuel Property Organisation